



# SPANISH JOURNAL OF MARKETING - ESIC

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## EDITORIAL

### Letter from the Editor

### Carta del director

### C. Flavian

*Editor-in-Chief, Spanish Journal of Marketing – ESIC*



This year 2016 is a year of extraordinary changes for this journal. The *Spanish Journal of Marketing – ESIC* (formerly *Revista Española de Investigación de Marketing – ESIC*) has been repositioned to be a journal with international projection especially interested in addressing current issues in the frontier of knowledge in the marketing field.

In this new cycle, the *SJME* is fully committed and oriented toward an international projection:

- It is published fully in English since the first issue of this year.
- Well-known researchers with extraordinary international projection in the marketing field have joined the Editorial Board. All of them have a remarkable influence in marketing literature all around the world (see [Table 1](#)). With these new incorporations, the current Editorial Board shows as a great geographic diversity as it includes researchers from several countries (5 from Spain, 3 from the UK, 1 from Belgium, 1 from Austria, 1 from Finland, 1 from France, 5 from USA, 1 from Canada, 1 from Brazil, 1 from Korea and 1 from Singapore).
- The commitment to the internationalization of the *SJME* is also shown in the new Associated Editors. Here, Luis V. Casaló (University of Zaragoza, Spain) Fevzi Okumus (University of Central Florida, Orlando, Florida, USA) and Eduardo Torres (University of Chile, Santiago de Chile, Chile) have been incorporated as Associated Editors.
- Finally, during the last year, the renewed positioning of the journal and its international vocation has been presented in several national and international conferences, such as the Meet the Editors at the Global Marketing Conference (Hong Kong, China). In this Conference, the *SJME*

was presented together with the most relevant and recognized marketing journals (e.g. *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of International Marketing*, *International Marketing Review*, *Journal of Public Policy and Marketing*, *International Journal of Advertising*, *Journal of Consumer Psychology*, *Journal of Business Research*, etc.)

In this new cycle, the typologies of contributions accepted by the journal have been expanded. *SJME* welcomes a wide array of original contributions:

- Quantitative or qualitative empirical analysis
- Critical literature reviews, meta-analysis
- Theoretical papers
- Research that cross the frontiers between marketing and other related areas
- Manuscripts addressing new methodologies and techniques for marketing research are particularly appreciated
- Short manuscripts (below 6000 words) with a more limited or specific contribution

In addition to this, it should be highlighted the creation of a new section in this renewed journal named “Agenda for Future Research”.

The Agenda for Future Research section welcomes contributions outlining emerging opportunities in the marketing discipline derived, for example, from changes in consumers’ behavior. New challenges in this evolving field might be also

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**Table 1** Scientific Committee members of the *SJME*.

Roger R. Betancourt (University of Maryland, Maryland, USA)
Siegfried Dewitte (Katholic University of Leuven, Leuven, Belgium)
Adamantios S. Diamantopoulos (University of Vienna, Vienna, Austria)
Christian Grönroos (Hanken-Svenska Handelshogskolan, Helsinki, Finland)
G. Tomas M. Hult (Michigan State University, Michigan, USA)
Víctor Iglesias Argüelles (University of Oviedo, Oviedo, España)
Wagner A. Kamakura (Duke University, North Carolina, Durham, USA)
Constantine S. Katsikeas (University of Leeds, Leeds, United Kingdom)
Philip James Kitchen (ESC Rennes School of Business, Rennes, France)
Eunju Ko (Underwood International College, Seoul, Republic of Korea)
David Luna (The City University of New York, New York, USA)
Jean-Pierre Lévy Mangin (Université du Québec, Québec, Canada)
Teodoro Luque Martínez (University of Granada, Granada, España)
José Afonso Mazzon (Universidade de São Paulo, São Paulo, Brazil)
José Luis Munuera Alemán (University of Murcia, Murcia, España)
Shintaro Okazaki (King's College London, London, United Kingdom)
Yolanda Polo Redondo (University of Zaragoza, Zaragoza, España)
Ko de Ruyter (City University, London, United Kingdom)
Rajendra K. Srivastava (Singapore Management University, Singapore City, Singapore)
Ana Valenzuela (The City University of New York, New York, USA)
Julián Villanueva (IESE Business School, Madrid, España)

addressed. In sum, this section aims to propose new research avenues for marketing academics in order to inspire future research agendas.

Considering the interest of the *SJME* for unique and novel contributions on the frontier of knowledge, this section aims to create a space for critical reflection of new directions in which future specialized research in the marketing field should advance.

Leading researchers in the marketing discipline, either alone or in collaboration, are thus highly encouraged to contribute to this Agenda for Future Research section.

Due to the particularities of this type of contributions, no restrictions on manuscript structure and length apply.

All these changes will allow consolidating the positioning of the *SJME* as a journal with international projection especially interested in addressing current issues in the frontier of knowledge in the marketing field.

Finally, with the aim of simplifying submissions, the system “*Your Paper, Your Way*” it has been adopted. We differentiate between the requirements for new and revised submissions. Only when a paper is at the revision stage, will authors be requested to put the manuscript in to a ‘correct format’ for acceptance.

Likewise, the initial version of the manuscript can be submitted in Spanish. However, accepted versions should be written in good English.

We expect that all these changes allow the consolidation of the *SJME* as a well-recognized international journal positioned in the frontier of marketing knowledge in the medium term.