

Publishing in Academic Marketing Journals: Sharing of Experience

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Agenda

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Good Research

- “If I have seen further than others, it is only because I was standing on the shoulders of giants.”
 - Isaac Newton
- “There is no royal road to research success except focused hard work.”
 - Yu-Chi Ho (何毓琦), Engineering professor, Harvard University



Research Areas in Marketing (1)

- Marketing is an exciting discipline that offers a wide range of areas in which to conduct research and teach. Depending on their interests and skills, researchers generally choose one of these streams and select course work appropriate for that area:
- **Consumer behavior** seeks to understand the psychology of consumption, and why consumers think, feel and act the way they do. This domain draws its inspiration from psychological, sociological and anthropological theories, and typically uses experimental methods to explore research questions.



Research Areas in Marketing (2)

- **Marketing modeling** develops mathematical representations of buyer and seller behavior. It draws on theory from economics and consumer psychology to study marketing phenomena with a high degree of mathematical and statistical rigor. The modeling of marketing phenomena leads to improved understanding and better decision making. Empirical studies deal with the estimation of marketing effects in time series and cross-sectional data.
- **Marketing strategy** overlaps these first two, and tends to be studied at the firm level (as opposed to the individual consumer level). Primary data tend to be from surveys, while some researchers also rely on secondary data.



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How to Find a Good Research Topic?

- There is no magic formula!
- It's difficult to answer the question, "what's the next hot topic in marketing?"
- "Perhaps the most important criterion in choosing your research topic is to find one about which you personally feel passionate. Because you likely will be working on this topic (and its extensions) for many years, you want to ensure it is something you will continue to find interesting to maintain the necessary levels of hard work and commitment to it."
 - Michael Levy and Dhruv Grewal, Former Editors, *Journal of Retailing*



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Choice of Journal and Manuscript Positioning

- When you start on a new project, do have a top journal in mind.
- Write a good paper and target the best journal in that area (e.g., JM, JMR, JCR or MKS).
- If you don't succeed at the top journal, trickle down to a second tier journal.
- Read editorials to know what editors look for, and position your paper accordingly.
- Think carefully through the merits of your chosen topic.



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Establishing Your Contribution

- Interesting topics often entail some degree of innovation, new conceptualizations, and an ability to generalize findings beyond the immediate context.
- The research must be interesting to the marketing discipline, but it also should be relevant and useful to at least one external audience, such as practitioners, educators, consultants, or public policymakers.
- Authors need to present strong arguments for the relevancy of their contributions to specific constituencies
- Replications and extensions need to provide new insights and innovative approaches.

Source: Michael Levy and Dhruv Grewal (2007), "Publishing perspectives from the editors," *Journal of Retailing*, 83 (3), 247-252.

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Tackling the “So what?” Factor

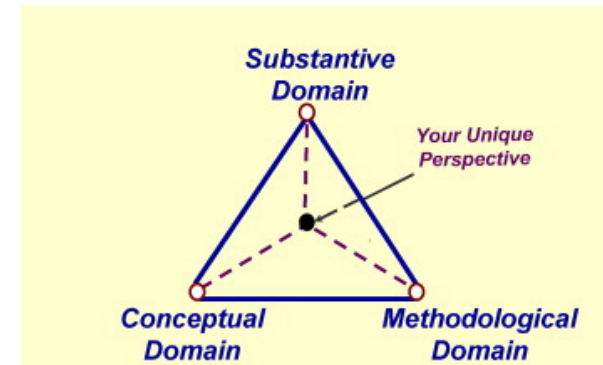
- Are the findings obvious? If so, then why should readers keep reading? They have already figured out the implications.
- Could the findings make a difference to practice? If not, then why would readers take the time to finish reading the paper? Marketers are busy people, and research that does not make a difference for them is not worth the time spent to read it.
- Could the findings answer some previously unresolved research questions or spur more research in the area? If not, then how does this information inform or enlighten readers?



Source: Michael Levy and Dhruv Grewal (2007), “Publishing perspectives from the editors,” *Journal of Retailing*, 83 (3), 247-252.

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Three Research Domains



Source: Adapted from: Brinberg, David L. and Joseph McGrath (1985), *Validity and the Research Process*, Beverly Hills, CA: Sage Publications.

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Substantive Domain

- Choose a valuable topic that interests you.
- Imitation may be the sincerest form of flattery, but it also limits your chances of creating a unique contribution.
- Building a programmatic research theme not only focuses your research and enhances the literature but also helps define your personal brand.



Source: Michael Levy and Dhruv Grewal (2007), “Publishing perspectives from the editors,” *Journal of Retailing*, 83 (3), 247-252.

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Conceptual Domain

- Marketing research borrows from many disciplines (e.g., economics, psychology, sociology, and strategy)
- A strong reading list pertaining to a particular area (e.g., an excellent review or meta-analysis article)
- Study a host of different theories. Read original sources and recent applications. Then try to integrate multiple theories.

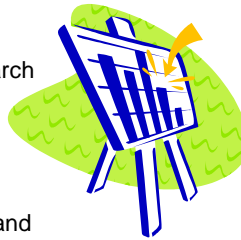


Source: Michael Levy and Dhruv Grewal (2007), “Publishing perspectives from the editors,” *Journal of Retailing*, 83 (3), 247-252.

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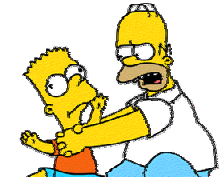
Methodological Domain

- Although researchers absolutely must use appropriate research techniques, this domain is also the least important issue to consider when choosing a topic for a journal (unless you are developing a new methodology for marketing research).
- Choose the *appropriate* methods and research designs.
- Have a broad background in statistics, econometrics, management science, psychometrics, and qualitative research.
- Find colleagues whom you find interesting and who have skill sets that synergistically add to your joint research project.



Dealing with Reviewers

- When the reviews are in, take a few deep breaths and think about what the reviewers are really saying. Try to view the discussion from their eyes.
- If reviewers have made comments that indicate they misunderstood your point, you may not have written with sufficient clarity.
- Have colleagues read the paper and comments from reviewers, as well as provide their own comments.
- Attend to the reviewers' suggested revisions to the extent possible, even if you will be sending the revised manuscript to a different journal.
- If the reviewer is an expert in the field, the chances are quite good he or she sits on other editorial boards and may be asked to review the paper for another journal.
- Ignoring reviewers' suggestions is a sure way to get a subsequent negative review.



Marketing Journal Tiering at GSM

- **First Tier**
 - Journal of Consumer Research
 - Journal of Marketing
 - Journal of Marketing Research
 - Marketing Science
- **Second Tier**
 - Marketing Letters
 - Journal of Advertising
 - Journal of Advertising Research
 - Journal of Retailing
 - Journal of Consumer Psychology
 - Journal of the Academy of Marketing Science
 - Journal of Product Innovation Management
 - Journal of Public Policy and Marketing
 - International Journal of Research in Marketing



Management Journal Tiering at GSM

- **First Tier**
 - Academy of Management Journal
 - Academy of Management Review
 - Administrative Science Quarterly
 - Journal of Applied Psychology
 - Organization Science
- **Second Tier**
 - Human Relations
 - Human Resources Management
 - Industrial Relations
 - Journal of Occupational and Organizational Psychology
 - Journal of Management
 - Journal of Management Studies
 - Journal of Organizational Behavior
 - Journal of Vocational Behavior
 - Leadership Quarterly
 - Organization
 - Organization Behavior and Human Decision Process
 - Organizational Studies
 - Personnel Psychology
 - Research in Organizational behavior



Strategy Journal Tiering at GSM

■ First Tier

- Journal of International Business Studies
- Strategic Management Journal

■ Second Tier

- Industrial and Corporate Change
- Journal of Economics and Management Strategy
- Management International Review
- Research Policy



My Research Interests



- Services Marketing
- Brand Management
- Strategic Marketing
- Cross-Cultural Research

Recent Journal Publications (1)

- Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2010), "[Lay Theories of Medicine and a Healthy Lifestyle](#)," *Journal of Consumer Research*, 37 (1), 80-97.
- Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2010), "[How Do Price Fairness Perceptions Differ Across Culture?](#)," *Journal of Marketing Research*, 47 (3), 564-576.
- Keh, Hean Tat and Jun Pang (2010), "[Customer Reactions to Service Separation](#)," *Journal of Marketing*, 74 (2), 55-70.
- Zhang, Jianjun and Hean Tat Keh (2009), "[Interorganizational Exchanges in China: Organizational Forms and Governance Mechanisms](#)," *Management and Organization Review*, forthcoming.
- Keh, Hean Tat and Yi Xie (2009), "[Corporate Reputation and Customer Behavioral Intentions: The Roles of Trust, Identification and Commitment](#)," *Industrial Marketing Management*, 38 (7), 732-742.
- Chiu, Chi-yue, LeeAnn Mallorie, Hean Tat Keh, and Wilbert Law (2009), "[Perceptions of Culture in Multicultural Space: Joint Presentation of Images from Two Cultures Increases In-Group Attribution of Culture-Typical Characteristics](#)," *Journal of Cross-Cultural Psychology*, 40 (2), 282-300.
- Keh, Hean Tat and Jin Sun (2008), "[The Complexities of Perceived Risk in Cross-Cultural Services Marketing](#)," *Journal of International Marketing*, 16 (1), 120-146.

Recent Journal Publications (2)

- Eng, Li Li and Hean Tat Keh (2007), "[The Effects of Advertising and Brand Value on Future Operating and Market Performance](#)," *Journal of Advertising*, 36 (4), 91-100.
- Keh, Hean Tat, Thi Tuyet Mai Nguyen, and Hwei Ping Ng (2007), "[The Effects of Entrepreneurial Orientation and Marketing Information on the Performance of SMEs](#)," *Journal of Business Venturing*, 22 (4), 592-611.
- Chu, Singfat and Hean Tat Keh (2006), "[Brand Value Creation: Analysis of the Interbrand-Business Week Brand Value Rankings](#)," *Marketing Letters*, 17 (Dec), 323-331.
- Keh, Hean Tat and Yih Hwai Lee (2006), "[Do Reward Programs Build Loyalty for Services? The Moderating Effect of Satisfaction on Type and Timing of Rewards](#)," *Journal of Retailing*, 82 (2), 127-136.
- Keh, Hean Tat, Singfat Chu, and Jiye Xu (2006), "[Efficiency, Effectiveness and Productivity of Marketing in Services](#)," *European Journal of Operational Research*, 170 (1), 265-276.
- Ho, Yew Kee, Hean Tat Keh, and Jin Mei Ong (2005), "[The Effects of R&D and Advertising on Firm Value: An Examination of Manufacturing and Non-Manufacturing Firms](#)," *IEEE Transactions on Engineering Management*, 52 (1), 3-14.

Thank you.

Q&A

