

## Journal of Global Marketing

### Guidelines for Proposing an Article for Featured Topics Series (JGM-FTS)

The Editorial Board of the Journal of Global Marketing (JGM) encourages the publication of high-quality Featured Topics (FT) articles addressing timely research areas that would help initiate and progress the frontiers of Global Marketing both theoretically and practically. Typically, FT articles will be published as part of a regular issue and occasionally as part of a Special Issue, depending upon the broad theme of the issue and the requirements assessed by the Editorial Board.

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The following policies and guidelines offer a detailed outline to help facilitate the process for scholars/practitioners interested in proposing an idea for the FT article.

Potential author(s) should prepare a concise (2-4 page) proposal for an FT article showcasing four key points (in the following specific order)

- a) Need for the article, the innovative idea behind it.
- b) Expertise of the authors(s), qualifications and depth of experience.
- c) The article's contributions to enhancing and transforming the theory and practice of global marketing as a guide for academic and business communities.
- d) Highlights of the proposed work.

Please submit it to the AE, Abhishek Behl, as an email attachment at [abhishekbehl27@gmail.com](mailto:abhishekbehl27@gmail.com) with a copy to the EIC, Ajay Manrai, as an email attachment at [manraia@udel.edu](mailto:manraia@udel.edu). An FT article is expected to be written by a team of experts from the field who have a track record of publishing top-tiered articles in the proposed area of research. Senior members of the Editorial Board will review the proposal. Based on these reviews, the editorial team will provide feedback and decide whether the idea is worth pursuing. The proposal and FT article should build a debate and discussion on the ongoing and futuristic paradigm of global marketing. The concept of FT articles is to present perspectives, research ideas, and thoughts to marketing scholars and practitioners to spearhead futuristic dimensions of research.

Unlike a regular research paper, an FT article would not rely too much on past literature and data. However, the authors would provide sufficient empirical evidence to support their points, extending the debate. Also, it is suggested that authors be crisp and clear in expressing their thoughts and back them up with appropriate evidence.

The authors should refer to the Aims and Scope of JGM while developing the proposal and the FT article. Information on the JGM's Aims and Scope can be found at

<http://www.tandfonline.com/toc/wglo20/current>

- The editorial team will review the proposal in a timely fashion. If the idea is approved, the authors will have a maximum of 90 days to develop and submit the article using the official submission process via Scholar One.
- Each FT article submitted must be original and must not have been published, or any part of it should not be under review in any other journal.
- After submission, each FT article would undergo an internal review process by the senior Editorial Board members; however, the evaluation parameters would differ from a regular review process. The EIC has the final discretion to accept the FT article.