

Announcing the new Editor of *Health Marketing Quarterly*

Taylor and Francis is pleased to announce the appointment of the new Editor-in-Chief of *Health Marketing Quarterly* – Joy Parkinson.

About the Editor



Joy Parkinson is an Associate Professor and Principal Research Scientist at the Australian eHealth Research Centre with CSIRO, Australia's national science agency. She holds a Bachelor of Business in Marketing with Honours and a PhD in Social Marketing, all awarded at Queensland University of Technology in Australia. Joy, driven by a desire to foster change, seeks to make a difference and create lasting impact that benefits people and the planet. She is a health scientist and social marketer examining the social, environmental, and individual drivers and inhibitors of behaviour change. As such, she focuses on systems social marketing for health behaviour change and more recently, health service design for minority and underserved consumers to enable them to live, work, and play well.

Joy is an implementation scientist working in health systems, transformative services research, and service thinking in social marketing. Joy's expertise is in the design, implementation, and evaluation of health services. Her research is found in a variety of academic journals including *Journal of Service Research*, *Journal of Service Marketing*, *Journal of Service Theory and Practice*, *European Journal of Marketing*, *Journal of Business Research*, and *Journal of Social Marketing*.

Joy is Editor-in-Chief of *Health Marketing Quarterly*, and serves on the editorial boards for *Social Marketing Quarterly* and *Journal of Services Marketing*. She is the Vice President of the Australian Association of Social Marketing.

Future Directions for *Health Marketing Quarterly*

The future for health marketing researchers is exciting. Beyond the Covid-19 pandemic, we are facing big, complex issues, the triple planetary crisis-climate, nature, pollution which are all highly connected to our health. There are several opportunities for *Health Marketing Quarterly* including the rapid changes in the health marketing field, new technologies, and the changes as a result of the COVID-19 pandemic. The time is now for *Health Marketing Quarterly* to advance its leadership in health marketing research, strengthen and broaden its impact on academia, practice, and society, be inclusive and global through embracing new approaches and methodologies.

As *Health Marketing Quarterly* embarks on a new leadership chapter, the focus will be on providing authors an outlet to showcase their innovative and impactful research that emerges from real world problems or opportunities. This research, examined via strong conceptual and theoretical frameworks, and methodologically sound, will be relevant to all health marketing stakeholders, including health consumers, researchers, managers, and policymakers. The intent for the journal is to be a credible and accessible resource for health marketing stakeholders, where academics and practitioners deliver meaningful and relevant insights that can directly benefit the community. The broad questions HMQ seeks to answer are “what are the key health marketing research priorities to enable equitable, inclusive, and accessible solutions?” and “how do we translate knowledge from theory to practice in health services and health marketing?”