Navigating the Publishing Process At Top Marketing Journals: Process and Content Perspectives

Amitava Chattopadhyay, Journal of Consumer Psychology
Klaus Wertenbroch, Journal of Marketing Research
Kristin Diehl, Journal of the Academy of Marketing Science

This will be a parallel session and would involve participants interacting with representatives from the top marketing journals. The goal of the session is to discuss how best to prepare and submit manuscripts for the leading marketing journals to maximize likelihood of success. Additionally, editorial board members from some of the journals will talk about the content of their journals and appropriately positioning papers for their journals. Each representative will use approximately 10-12 minutes to discuss the submission and review process of their respective journals and this will be followed by an open discussion and Q & A. Confirmed presenters include Mary Ann Twist (Managing Editor, Journal of Consumer Research), Amitava Chattopadhyay (Editorial Board, Journal of Consumer Psychology), Klaus Wertenbroch (Editorial Board, Journal of Marketing Research), Kristin Diehl (Editorial Board, Journal of the Academy of Marketing Science), Praveen Kopalle (Editorial Board, Marketing Science) and James Gentry, North American Editor, Journal of Consumer Behaviour.

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SPECIAL SESSION SUMMARY
Navigating the Publishing Process at Top Marketing Journals: Process and Content Perspectives

Chair: Mary Ann Twist
Amitava Chattopadhyay, Journal of Consumer Psychology
Klaus Wertenbroch, Journal of Marketing Research
Kristin Diehl, Journal of the Academy of Marketing Science
Praveen Kopalle, Marketing Science
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