Journal of Global Marketing (JGM) Synopsis: Aims and Scope, Impact, and Other Highlights

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Abstract The Journal of Global Marketing Retailing (JGM), launched in the year 1988, has progressively grown into a leading scholarly outlet within the international marketing discipline. This paper analyzes some of the main characteristics of the journal: its mission, its history and reputation and all those aspects related to the publishing and editorial policy.

Keywords Journal · Synopsis · Global · International

1. Aims and scope

- Dedicated to advancing knowledge and scholarship in global and international marketing.
- JGM serves as a premier platform for disseminating rigorous, evidence-based research on marketing strategies and challenges encountered by firms, industries, and public sector agencies globally.
- Initially established to address emerging issues in global marketing, the journal has undergone significant evolution, continually expanding its scope to incorporate contemporary issues and innovative research methodologies.
- Embracing methodological diversity, JGM welcomes both empirical and conceptual research from developed and emerging markets, fostering a vibrant and inclusive academic community.
- Articles published in JGM not only advance theoretical frameworks but also offer practical insights beneficial to marketing scholars, educators, practitioners, and policymakers worldwide.

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2. **History and Milestones**

- Founded in 1988, JGM has progressively grown into a leading scholarly outlet within the international marketing discipline. Significant recent milestones include:

  - 2019: Listed as a Category B journal in the Australian Business Deans Council (ABDC) ranking.
  - 2023: Indexed as an Emerging Sources Citation Index (ESCI) journal.
  - 2024: Achieved a substantial 40% increase in manuscript submissions compared to 2023, reflecting growing international visibility and impact.

3. **Reputation**

- Scholarly reputation is evident from its strong performance across notable journal metrics:

  - Impact Factor (2023): 3.6
  - CiteScore (2023): 6.8 (Scopus), recognized as a Q1 journal (best quartile).
  - SNIP (2023): 1.105
  - SJR (2023): 0.827

4. **Diversity**

- JGM's geographic diversity in authorship underscores its international reach and inclusivity. This diverse geographical representation aligns with JGM's mission to integrate varied global perspectives into the marketing discourse.

  - Asia: 45%
  - Europe: 19%
  - North America: 19%
  - Australia: 13%
  - Africa: 3%
  - Central and South America: 1%

5. **Topical Coverage**

- The Journal covers a wide array of critical global marketing areas, frequently featuring topics such as:

  - Cross-cultural and international consumer behavior
  - Strategic global competitive analyses
  - Branding and pricing strategies in international markets
  - Impact of disruptive environments (e.g., wars, COVID-19) on global marketing
  - Digital marketing, social media, and advanced technologies (generative AI, metaverse, deep learning)
  - Ethical considerations, sustainability, and responsible consumption
  - Marketing in emerging markets and bottom-of-the-pyramid segments

115

irnal of Global Marketing (JGM) Synopsis: Aims and Scope, Impact ...

   — International education, outreach, and global partnerships

- An analysis of the keywords from JGM articles reveals a focus on several core themes within global marketing. Prominent among these are online brand communities, brand loyalty, customer engagement, market orientation, and proactive orientation, reflecting the journal's emphasis on digital engagement, consumer relationships, and strategic market approaches.
- Additionally, topics such as technology adoption, brand activism, and cross-national consumer behavior are frequently explored.

i. Special Issues and Podcasts

- JGM regularly publishes Special Issues on important marketing topics with global relevance. Recent special issues include brand management in turbulent times, international education marketing, sustainability in global markets, global services and tourism, and applications of generative AI in marketing. These issues reflect the journal's ongoing commitment to promoting forward-looking research in global marketing.
- Since June 2024, JGM has introduced its innovative Featured Topics (FT) series. FT articles are designed to provoke thought leadership by addressing contemporary and futuristic global marketing paradigms. Unlike traditional research papers, FT contributions emphasize innovation and practical debate, supported by empirical evidence without extensive reliance on past literature.
- To amplify the reach and relevance of its scholarly work, JGM also launched an engaging podcast and webinar series in 2024. The series features insightful conversations with renowned global marketing researchers.

7. Publishing in JGM

- The Journal of Global Marketing adheres strictly to rigorous double-blind peer review standards, ensuring scholarly integrity and research excellence.
- All authors and reviewers are expected to comply with Taylor & Francis's policy on the ethical and responsible use of generative artificial intelligence (AI) in research.
- In addition, tips for publishing in JGM include:
- Manuscripts must rigorously address international or global marketing issues, clearly outlining implications for both theory and practice.
- Authors should aim for methodological clarity and practical relevance, backed by empirical or conceptual rigor.
- Proposals for Featured Topics articles should explicitly demonstrate innovation, clarity of thought, and practical contributions to global marketing discourse.

8. Best-Paper Award

- In 2024, the JGM annual best paper award was established to commemorate the life and work of Dr. Lalita A. Manrai, a pioneering scholar in international marketing.

9. More Details

- For more information about JGM, please visit the journal Homepage: https://www.tandfonline.com/journals/wglo20