MARKETING ACCOUNTABILITY FOR MARKETING AND NON-MARKETING OUTCOMES
REVIEW OF MARKETING RESEARCH

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MARKETING ACCOUNTABILITY FOR MARKETING AND NON-MARKETING OUTCOMES

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EDITOR-IN-CHIEF INTRODUCTION

Naresh K. Malhotra, Editor-in-Chief

OVERVIEW

*Review of Marketing Research*, now in its 18th volume, is a publication covering the important areas of marketing research with a more comprehensive state-of-the-art orientation. The chapters in this publication review the literature in a particular area, offer a critical commentary, develop an innovative framework, and discuss future developments, as well as present specific empirical studies. The first 17 volumes have featured some of the top researchers and scholars in our discipline who have reviewed an array of important topics. The response to the first 17 volumes has been truly gratifying, and we look forward to the impact of the 18th volume with great anticipation.

PUBLICATION MISSION

The purpose of this series is to provide current, comprehensive, state-of-the-art articles in review of marketing research. Wide-ranging paradigmatic or theoretical, or substantive agendas are appropriate for this publication. This includes a wide range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of marketing-related phenomenon. We reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. We seek studies that make important theoretical, substantive, empirical, methodological, measurement, and modeling contributions. Any topic that fits under the broad area of “marketing research” is relevant. In short, our mission is to publish the best reviews in the discipline.

Thus, this publication bridges the gap left by current marketing research publications. Current marketing research publications such as the *Journal of Marketing Research* (USA), *International Journal of Market Research* (UK), and *International Journal of Research in Marketing* (Europe) publish academic articles with a major constraint on the length. In contrast, *Review of Marketing Research* can publish much longer articles that are not only theoretically rigorous but also more expository, with a focus on implementing new marketing research concepts and procedures.
Articles in *Review of Marketing Research* should address the following issues:

- Critically review the existing literature;
- Summarize what we know about the subject – key findings;
- Present the main theories and frameworks;
- Review and give an exposition of key methodologies;
- Identify the gaps in literature;
- Present empirical studies (for empirical papers only);
- Discuss emerging trends and issues;
- Focus on international developments;
- Suggest directions for future theory development and testing;
- Recommend guidelines for implementing new procedures and concepts.

**A FOCUS ON SPECIAL ISSUES**

Since Volume 8 published in 2011, *Review of Marketing Research* has a focus on special issues realizing that this is one of the best ways to impact marketing scholarship in a specific area. The volume editors of all of the special issues have been top scholars. These special issues have focused on the following topics.

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THIS VOLUME

I normally provide an overview of the chapters in the current issue of *Review of Marketing Research*. However, since V. Kumar and David W. Stewart have done an excellent job of doing that, I will refer the reader to their introduction. As a discipline matures, it should not only deepen its roots but expand its outreach. It was this thinking that led to the issue you are holding in your hand. It contains a diverse set of thought-provoking articles related to marketing measures contributed by some of our leading scholars. The range of measures considered include not only those that focus on immediate marketing outcomes, such as attitude, preference, sales, and market share, but also those that focus on broader societal outcomes such as raising the standard of living.

Specifically, this volume is divided in three parts: (1) measures of firm performance, (2) measures of social interaction, and (3) measures related to broader societal outcomes such as sustainability and quality of life. Measures of firm performance covered include the marketing implications of financial accounting, customer feedback metrics, drivers of brand equity, brand failure, market orientation capabilities, and multichannel attributions. Measures of social interaction encompass environmental and social performance, social networks, and attitudinal word-of-mouth drivers. The final chapter is devoted to measures related to societal outcomes and focuses on attractiveness of inner city for society.

Together these chapters lead to new insights, approaches, domains, and directions for research on marketing. It is hoped that collectively the chapters in this volume will substantially aid our efforts to deepen our roots as well as expand our domain by providing innovative and creative perspectives. I thank V. Kumar and David W. Stewart for such an outstanding volume. The *Review of Marketing Research* continues its mission of systematically analyzing and presenting accumulated knowledge in the field of marketing as well as influencing future research by identifying areas that merit the attention of researchers.