

## **PHILOSOPHY AND EDITORIAL STANDARDS OF THE JOURNAL**

The editors of the Journal of International Marketing Strategy (JIMS) have had, during the journal's development, frequent discussions about the strategic directions of this journal. The editors felt that many articles face rejection at top-level journals in spite of having substantial promise. In many cases, the authors of these articles could with appropriate feedback, support, and encouragement, publish their articles in high-quality journals. The editors also felt that non-US authors, especially those from developing societies, faced considerable difficulty in finding high-quality publishing outlets. At the same time, the editors recognize the need to maintain academic quality through blind review processes.

The editors also felt that there were few if any international marketing forums where academics and business executives could exchange their perspectives regarding international marketing issues. The editors recognized the need to create an exchange for high-class scholarly research and yet allow room for the participation and contributions of international business executives.

While the editors have discussed many potential themes for future volumes, they have decided to focus on a special issue series on luxury marketing because the area of luxury has not been fully explored. Further, they have suggested some novel ways of addressing the topic. The editors felt that this special issue would provide a platform for contributions from luxury marketing academics from around the world in the form of invited and refereed articles, interviews and book reviews.

The journal has a well-defined editorial process for its regular and special issues. There are two types of articles published in the journal; invited and refereed. The managing editor extends invitations for invited articles to noted academic and business individuals in a field of international marketing. These articles are then subject to editorial review and independent review as needed.

Prospective authors may submit manuscripts for publication. These manuscripts are double-blind reviewed by academics selected by the managing editor or other editors as designated by the managing editor. The managing editor then returns reviewer comments to the authors and designates the manuscript as accepted, accepted with revisions, revise and resubmit or rejected. When authors return manuscripts after revisions, the responsible editor returns manuscripts to the original reviewers or reviewers who are best equipped to make final recommendations. The managing editor makes the final decision about acceptance.

Manuscripts submitted by members of the editorial board, editors or special issue editors are equally subject to a double-blind review process overseen by the founding and consulting editor. This editor follows the same protocol as described above to ensure a fair and equitable review process. This editor makes the final decision about acceptance.

All manuscripts are required to follow author guidelines. All work is required to be original with author warranty and transfer of copyright provided prior to publication. The standard for frequency of publication is once per the calendar year although the editors strive for greater frequency.