

**CALL FOR SPECIAL ISSUE**  
**INTERNATIONAL LUXURY MARKETING**  
**JOURNAL OF INTERNATIONAL MARKETING STRATEGY (JIMS)**  
**Due November 30th, 2016**

The Journal of International Marketing Strategy (JIMS - ISSN#2122-5307) is a rapidly rising journal first published three years ago. The journal features a strong editorial review board and uses a double blind review process, except in cases where articles are invited or submitted by business authors. The journal has a somewhat modified review process for invited articles and to help business practitioners develop their articles in a meaningful way for the journal.

The journal has been supported in the past by the Jake Jabs Center for Entrepreneurship, and the Center for International Business Education and Research at the University of Colorado Denver. The editors-in-chief have received substantial support from Howard University and the University of Colorado Denver.

**Philosophy of the Journal**

The editors of JIMS have had frequent discussions about the concept of this journal during the course of the journal's development. Both editors felt that many articles were rejected at the very 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 the 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 recognized the need to maintain academic quality through blind review processes while creating supportive processes for authors.

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

While the editors have discussed many potential themes for future volumes, they have decided to focus this issue on luxury marketing because the topical area 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 academics and business individuals from around the world in this topic area.

**Call for Special Issue**

This particular issue of the Journal of International Marketing Strategy (JIMS) is devoted to luxury marketing in the international environment. The editors for this special issue are Lawrence F. Cunningham, Professor of Marketing, University of Colorado Denver; Lester Johnson, Professor of Marketing, Swinburne University; and Francisco Conejo, Instructor of Marketing, University of Colorado Denver.

The special issue editors, in this issue, hope to highlight research in luxury marketing which is taking place in the international marketing environment and help identify research themes and priorities in the area. The editors wish to encourage marketing scholars, educators, and practitioners both in the US and overseas, to submit their latest work in the area of luxury marketing. In particular, the editors wish to encourage authors from both developed and developing countries to submit conceptual, theoretical and empirical work that will contribute to the growing body of knowledge regarding luxury marketing in the international arena. They hope that this issue will not only provide an opportunity for academics to submit their work, but also provide an opportunity for academics to form alliances or relationships with business

individuals/practioners in their community. The editors are hopeful that these alliances will lead business community to submit a supplementary piece, which reflects on both the thrust of the academic author's work as well as the luxury marketing environment of their particular country or region.

While the editors perfectly welcome individually submitted pieces from academics from all countries of the world, they encourage academics to work in conjunction or to work across country boundaries in their work submission as well as to work in conjunction with practitioners in luxury marketing.

The editors feel that demand for luxury products are exploding around the world and there is a lack of research as well as information on the area and hence there is substantial opportunities for publication in the area of luxury marketing. These opportunities include:

-Assessment of strategic planning processes and strategic management for luxury firms on a multiple market or global basis

-Analysis of environment issues such as sustainability and corporate social responsibility for luxury related product lines and firms.

-Research regarding consumer related issues in luxury marketing such as segmentation, buyer behavior, competitive analysis and positioning.

-Research addressing the search, evaluation and satisfaction of luxury brand purchases.

-Research regarding the strategies that support positioning in various markets around the world.

-Various approaches to marketing information systems and marketing research in luxury firms.

-Various efforts to examine consumer issues using scaling to examine luxury issues e.g. dimensions of luxury.

-An assessment of various types of marketing strategies in the luxury markets.

-Research designed to assess the effectiveness of various marketing mix combinations in relation to luxury target markets

-Research which focuses on luxury services or aspects of luxury services such as elements of the marketing mix including people strategies, processes in support of luxury services or physical evidence/service scape strategies.

**The above topics are merely suggestions and potential authors are not confined to the above topics. The special issue editors are open to new ideas, topics, and new proposals within the generally defined subject area. Authors may contact Lawrence F. Cunningham at: [Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu) or Pravat K. Choudhury at: [pchoudhury@Howard.edu](mailto:pchoudhury@Howard.edu) if they have any questions.**

#### **Deadline**

**The Submission deadline for this special issue is November 30<sup>th</sup>, 2016.** However, the editors encourage and welcome submissions before this date. Submissions must be in English, follow manuscript guidelines as noted below and have a maximum of 5000 words of text (references, notes, tables, figures are in addition). Notifications of acceptance will be sent to authors immediately upon

completion of the review process which is usually four weeks. Hence, authors can count on a very quick response.

#### **How to submit**

Papers should be submitted via email as a word file attachment and be directed to Professor Lawrence Cunningham [Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu). Authors should provide a statement regarding the originality of their work, assurance that the work is not under review elsewhere and state that they have complied with all author submission requirements as attached to the call. Please direct all questions regarding submissions to Professor Cunningham.

#### **Author Guidelines**

The Journal of International Marketing Strategy (JIMS) publishes original contributions over a wide range of topics relevant to international marketing. JIMS is a journal directed towards academicians, policy makers, government, non-government organizations, global business practitioners, and other concerned educators. Conceptual and empirical studies with particular themes are welcomed. **Only original articles may be submitted to this journal.** Please include in the submission letter a statement indicating that the paper is the author(s)'s original work, that neither this paper nor a version of it has been published elsewhere nor is under review or consideration for publication elsewhere. Material published as part of this journal is copyrighted by the Modern Technology and Management Institute (MTMI), USA. *MTMI is not responsible for the content of the individual papers. Any omissions and/or errors are the sole responsibility of the author(s).*

All referred papers published in the JIMS are double-blind peer-reviewed. Authors of accepted papers are required to follow all guidelines closely in order to preserve publication consistency in terms of style, appearance, and so forth. Spelling, grammar, and punctuation are the responsibility of the author(s). If authors fail to follow the guidelines mandated, the editors reserve the right to withdraw the manuscript from publication in JIMS.

**Style of Manuscript:** All manuscripts must be typed in MS Word on 8.5" x 11" paper applying the Times New Roman 10-point font. Manuscripts are limited to 5000 words maximum of text with all margins 1.00" each. References, tables, appendices and etc. are not included in the word limit.

**Title:** A short title to the manuscript is preferred. Titles must be centered, typed in all capital letters, bolded, and utilize a 14 point Times New Roman font.

**Author(s):** Author information should immediately follow the title and be single-spaced, centered, and utilize a 10 point Times New Roman font. Information for each author should be presented on a single and separate line that includes: First Name, Last Name, Institution, Country, and email.

**Abstract:** Begin your manuscript with an abstract of about 100 words, providing an overview of your research objectives, methodology, findings and significance of findings, etc. The title abstract should serve as a heading that is centered and double-spaced below the last author's name.

**Headings:** Heading should be short, left justified, capitalized, bolded, and utilize a 10 point Times New Roman font.

**Text/ Body:** 10 point Times New Roman, no indentions. Paragraphs begin at left margin and are justified.

**Spacing:** All text should be single-spaced, with a double space between paragraphs.

**Tables and Figures:** Tables and figures should be placed close to where they are cited, and should be high quality and camera-ready. They should be centered and have proper numbering, headings and other notations. Titles and number of tables and numbers should be placed at the bottom of the table or figure.

**Citations and References:** JIMS strictly follows and recommends that authors follow APA manual writing style for citations and references. Proper citations must be provided. Only relevant sources should be cited and listed. Unlisted references should not be cited, and listed references must be cited within the body of the manuscript. Citations included within the text should consist of the author's last name and date of publication enclosed within parentheses. Example: (Sharma, 2007). Do not use footnotes in the text.

All materials cited should be listed in alphabetical order under the heading of references starting at the left margin. Do not number references. There should be a double space between the heading and the first reference listing and between all listings thereafter. However, each reference should be single-spaced. Page numbers must be provided within the reference section. Do not use endnotes.

**Originality and Copyright:** Authors will required to sign a copyright release to MTMI transferring copyright. **Authors need to assure the originality of their accepted work.** Guidelines are subject to change and revision by the editors at any time. Address all questions about the above issues to the editors in chief [Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu) or Pravat Choudhury [pchoudhury@howard.edu](mailto:pchoudhury@howard.edu).