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# The Past, Present, and Future of Marketing Research in Asia

Jaihak Chung\*

The lack of international research networks in Asia has been a major barrier in bridging scattered Asian academic societies. As a result, most researchers in Asia are not familiar with which journals they can access for their research, nor where they can submit their valuable research manuscripts. Asian Marketing Journal (AMJ) and the International Conference of Asian Marketing Associations (ICAMA), both of which are managed by Asian scholars for Asian scholars, are expected to take on such roles to make a significant contribution to Asian academic societies by encouraging them to study and share research topics that are more relevant and helpful to Asian market studies that come from an Asian researcher's perspective. This study aims to acknowledge and explain the successful settlement of the International Conference of Asian Marketing Associations (ICAMA) and its representative journal, Asia Marketing Journal (AMJ), by discussing how ICAMA and AMJ were created, why they are necessary to Asian researchers, and what goals they hope to achieve. Another, arguably more important objective of this study is to provide Asian researchers with information on what topics Asian academia has been researching since 2000, and guide researchers as to which journals in Asian academia can publish their marketing research papers.

Key words: Marketing Journal, Research in Asia, Research Trends in Asia, International Conference

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## I. Introduction

As most markets in the world continue to become more and more globalized at an unprecedented pace, the need is also increasing for marketing researchers to share their research interests and knowledge with researchers in other countries. In this way, researchers are able to paint a better picture of global markets and conduct more useful research for industry practitioners working in the context of these global markets. The most popular and effective veins for academia's intellectual interactions are academic conferences and academic journals. American academics have been active on this scene by sharing their interests and information from their own perspectives via a variety of well-known conferences, such as The Association for Consumer Research (ACR) conference ([www.acrweb.org/acr](http://www.acrweb.org/acr)) and Marketing Science Conference (INFORMS Society for Marketing Science, <https://www.informs.org>), and also with the help of top tier journals such as the Journal of Marketing (JM), Journal of Market Research (JMR), Journal of Consumer Research (JCR), Marketing Science (MS) and so on. European academics can also share their research interests and collaborate with other researchers in other countries via their own network hubs, such as through a variety of EMAC (the European Marketing Academy) regional and annual conferences ([www.emac-online.org](http://www.emac-online.org)) and International Marketing Trends

Conference ([www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)), as well as through journals including International Journal of Research in Marketing (IJRM), European Journal of Marketing (EJM), and Journal of Marketing Trends (JMT).

While such conferences and journals are widely open to researchers not only from Western countries but also in Asia, there still tends to be a bias toward issues that are of interest to Western perspectives. International journals and conferences organized by Western scholars are inclined to foster research that emphasize topics of interest to Western researchers' perspectives, since most of conference attendants and staff are academics working in Western countries. World-class Western journals are also not free from this type of bias, because not all, but a majority of the editors and editorial board members of most Western journals work in Western regions, mainly the USA and Europe.

In contrast, there have been few international conferences and international journals mainly organized by Asian academic organizations. For instance, though many international conferences for marketing researchers are held in Asia, 78% of them in 2015 were mainly administrated by non-Asian academic groups and firms according to a portal site of international conferences, Conference Alert (<http://www.conferencealerts.com/>). Interestingly, Western academic societies have issued at least two marketing journals and four management journals focusing on Asian markets, as Asian markets have continued to

become one of the fastest growing markets in the world over the past decade: Asia Pacific Business Review Asia Pacific, Journal of Marketing and Logistics, Asian Business and Management, Asian Journal of Marketing, Journal of Asia Pacific Business, and Journal of Asian Business.

Therefore, research topics that are of utmost importance for industry practitioners working in Asian markets, have been understudied in the marketing literature. The lack of international conferences and journals originized by Asian academics has been a major barrier in bridging scattered Asian academic societies. As a result, most researchers in Asia are not familiar with which journals they can access for their research, nor where they can submit their valuable research manuscripts. Asian academic societies need to unite to establish an international research network for Asian researchers, in order to boost the esteem of Asian research publications. Given that there are not many research venues for Asian researchers to share their knowledge and research information across countries, Asian Marketing Journal (AMJ) and the International Conference of Asian Marketing Associations (ICAMA), both of which are managed by Asian scholars for Asian scholars, are expected to take on such roles and make a significant contribution to Asian academic societies by encouraging them to study and share research topics that are more relevant and helpful to Asian market studies that come from an Asian researcher's perspective.

This special issue commemorates the success of the 2<sup>nd</sup> ICAMA (International Conference of Asian Marketing Associations) held in Tokyo during 2015, as well as the 5th anniversary of the successful repositioning of the Asia Marketing Journal (AMJ) as an international journal for Asian scholars, by assembling research papers presented at the 2015 ICAMA. Therefore, this study aims to acknowledge the successful settlement of the International Conference of Asian Marketing Associations (ICAMA) and its representative journal, Asia Marketing Journal (AMJ), by discussing how ICAMA and AMJ were created, why they are necessary to Asian researchers, and what goals they hope to achieve. Another, arguably more important objective of this study is to provide Asian researchers with information on what topics Asian academia has been researching since 2000, and guide researchers as to which journals in Asian academia can publish their marketing research papers. Lastly, we aim to recommend topics relevant for Asian markets to Asian researchers and deliberate the desirable roles of marketing journals in Asia.

## II. The Birth of ICAMA (International Conference of Asian Marketing Associations) and AMJ (Asia Journal Marketing)

In 2012, the Korean Marketing Association

(KMA) initiated a meeting to discuss ideas on how to share works of research and how to collaborate with the two major marketing associations in China and Japan, known respectively as Chinese Academy of Marketing Science (CAMS) and Japan Society of Marketing and Distribution (JSMD). At the meeting during the 2012 Marketing Conference held by The Council of Chinese Academy of Marketing Science in Dalian, China, the presidents of the three associations, Changjo Yoo (KMA), Zhao Ping (CAMS), and Kyoichi Ikee (JSMD) agreed to organize an annual international joint conference, called the International Conference of Asian Marketing Associations (ICAMA), for the development of a international research hub for Asian researchers. According to the agreement, the three marketing associations host the annual ICAMA event alternatively between them from 2014. As the first step, the Korean Marketing Association hosted the 1<sup>st</sup> ICAMA with the help of Chinese Academy of Marketing Science (CAMS) and Japan Society of Marketing and Distribution (JSMD) in Seoul, on March 13-15, 2014. The 1<sup>st</sup> ICAMA, under the theme of "Consumption Trends in Asian Markets", offered four different types of sessions: global, Korean, Japanese, and Chinese sessions, consisting of 24 sessions, and attracting 323 attendants from not only Korea, China, and Japan, but also from many other Asian countries (in total 16 countries from 62 universities and 11 companies). In 2015, the 2<sup>nd</sup> ICAMA, with the

theme of "Emerging Trends in Asian Markets", was also successful, and held in Tokyo, Japan, hosted by the Japan Society of Marketing and Distribution (JSMD). The 3rd ICAMA is expected to be held in Beijing, China, by Chinese Academy of Marketing Science (CAMS) in 2016.

ICAMA (International Conference of Asian Marketing Associations) has been designed to be literally "the first international marketing conference of the Asian, by the Asian, for the Asian marketing researchers." For the last five years, these three associations have been arduously working together to provide a major research platform where all the academic researchers and industry practitioners interested in Asian markets can share their knowledge and information on "what is happening in Asian markets." This conference is the outcome of the five years of collaboration among the three marketing associations.

Asia Marketing Journal, previously titled Korea Marketing Review, was founded in 1998 as a domestic journal for Korean researchers by the KMA (Korean Marketing Association). Since then, AMJ, accredited by KCI (Korea Citation Index), had been a major platform for the dissemination of recent research knowledge and information among domestic scholars and industry practitioners for fourteen years until 2012.

In 2012, the Korean Marketing Association (KMA), in need of a global research network, decided to reposition one of their two major journals, AMJ, as an international journal for

Asian scholars and researchers who are interested in marketing research in Asian markets. One of the main driving factors for the rebirth of AMJ was the necessity of globalizing their research networks, not only for Korean, but also for all other Asian researchers. Another motivation was the necessity of distributing the research outcomes, presented in the conference organized by Asian marketing associations, to all the researchers in Asia as the representative journal of the conference.

In 2012, the first editor-in-chief of AMJ, Sangyong Kim, changed the title of the journal to Asia Marketing Journal (ISSN 1598-7868), and successfully launched the journal by publishing research papers written in English only, rebuilding the editorial board with globally recognized scholars from the USA, China, Japan, and Singapore, and revising the journal's format, review process, and website, in order to match the global standard for international journals. Asia Marketing Journal publishes research papers, insightful research notes and case studies quarterly, in English during April, July, October and January. Due to the chief-in editor's effort, AMJ has been successfully repositioned as an esteemed international journal.

Since then, AMJ has been fast becoming a leading outlet for cutting edge research about Asian markets. The journal embraces not only the major or popular topics, such as brand, advertising, and so on, but also Asian market-related topics, including global or localized mar-

keting strategies for companies in Asian markets, the cross-cultural study of Asian consumers, and successful cases of global or local companies in Asia.

### III. Current Status of Academic Journals in Asia

One of the main purposes of this study is to provide information on other major journals that publish academic research on marketing issues in Asia. However, it is not always clear how to define the scope of study for journals, because a variety of journals are managed, not by academic, but by industry organizations, which publish academic manuscripts on marketing topics. This study concentrates on only those journals publishing academic research papers, notes, and cases on marketing topics that are related to Asian markets or managed by Asian academic or public organizations. The journals relevant for our study were chosen as follows: Firstly, we asked eight marketing scholars in seven Asian countries (Australia, China, Japan, Thailand, Singapore, South Korea, Russia) to provide information on any academic journals that most marketing scholars in their respective countries consider as major academic journals for marketing research (henceforth, we call marketing journals), and any other journals that publish research papers on marketing topics (we

〈Table 1〉 Asian Marketing Journal List

Nationality	Publisher	Title	Issue	ISSN
Australia	Emerald Group Publishing Limited	Asia Pacific Journal of Marketing and Logistics	5	1355-5855
Australia	Monash University	Asia-Australia Marketing Journal	5	1320-1646
Australia	Australian and New Zealand Marketing Academy	Australasian Marketing Journal	1	1441-3582
China	Tsinghua University and Peking University	Journal of Marketing Science	3	2187-8315
India	Indian Research Journals.com	Asia Pacific Journal of Marketing & Management Review	12	2319-2836
India	Asia-Pacific Institute of Management	Asia-Pacific Marketing Review	2	2277-2057
India	Asian Research Consortium	Asian Journal of Research in Marketing	6	2277-6621
India	ELK Education Consultants	ELK Asia Pacific Journal of Marketing and Retail Management	4	0976-7193
India	J.A. Alpha Business Research and Publishers Pvt. Ltd.	Global Journal of Emerging Trends in e-business, Marketing and Consumer Psychology	2	2311-3170
India	Associated Management Consultants Private Limited	Indian Journal of Marketing	12	0973-8703
India	Publishing India Group	International Journal of Marketing and Business Communication	4	2277 - 484X
India	Publishing India Group	Practices and Research in Marketing	2	2230-844X
Indonesia	Universitas Indonesia	ASEAN Marketing Journal	2	2085-5044
Indonesia	University of Diponegoro	Indonesian Journal of Marketing Science	2	1412-8527
Indonesia	Petra Christian University	Marketing Management Journal	2	1907-235X
Japan	Japan Association for Consumer Studies	Advances in Consumer Studies	2	1883-9576
Japan	Japan Marketing Academy	Japan Marketing Academy Marketing Journal	4	-
Japan	Japan Institute of Marketing Science	JIMS Marketing Science	1	2187-8315
Japan	Japan Society of Marketing and Distribution	Journal of Marketing and Distribution	4	1345-9015
Korea	Korean Marketing Association	Asia Marketing Journal	4	1598-7868
Korea	Korea Distribution Association	Journal of Channel and Retailing	2	1226-9263
Korea	Korean Society of Consumer Studies	Journal of Consumer Studies	4	1226-282X
Korea	Korean Scholars of Marketing Science	Journal of Global Fashion Marketing	4	2093-2685
Korea	Korean Scholars of Marketing Science	Journal of Global Scholars of Marketing Science	1	1229-7119
Korea	Korean Strategic Marketing Association	Journal of Marketing Studies	2	1229-3180
Korea	Korean Marketing Association	Korea Marketing Review	4	1229-456x
Korea	Service Marketing Association	Service marketing Journal	2	2005-3207
Russia	Grebennikov Publishing House	Marketing and market research	6	-
UK	MCB University Press/Emerald Group Publishing Limited	Asia Pacific Journal of Marketing and Logistics	4	1355-5855
USA	Academic Journals Inc.	Asian Journal of Marketing	2	1819-1924
USA	The Association for Asian Studies Inc.	Journal of Asian Business	4	1068-0055

call management journals). Secondly, we found journals that were referenced in any webpages containing keywords (“journal” “marketing” , “Asia”, or each country’s name) via a search engine, Google. By examining all such webpages, we excluded non-academic journals, journals that are not listed in major international journal indexes, such as SCOPUS, H-index, and the corresponding countries’ national journal indexes in each Asian country, and journals that do not issue their publications regularly. Lastly, 31 marketing journals that publish only marketing research and 31 management journals that accept research on marketing topics were collected for this study. The list of marketing journals in Asia are given in <Table 1>.

As shown in the marketing journal distribution in Asia below, South Korea and India own the largest number of marketing journals. It is somewhat surprising that China and Russia have

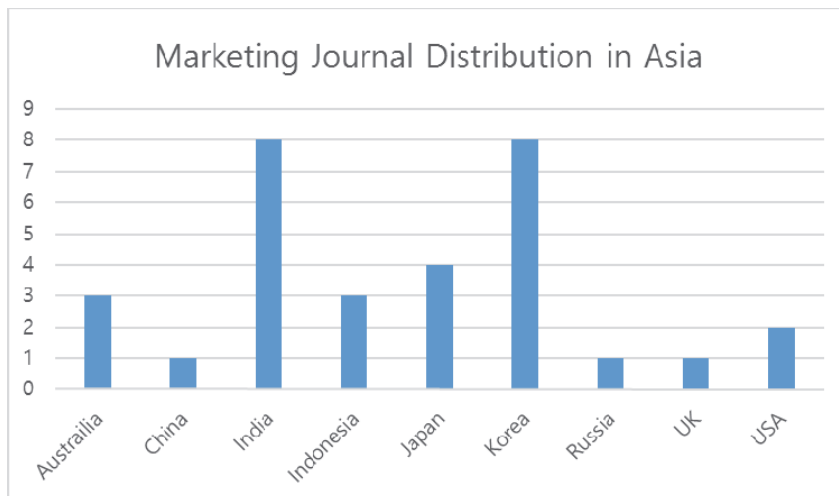
only one journal each, focusing on marketing research. While most of ASEAN countries do not have marketing journals, non-Asian countries such as the USA and the UK have two and one marketing journals targeting research about Asian markets, respectively.

Management journals publishing research on marketing topics are listed as below in <Table 2>.

<Figure 2> shows the distribution of management journals in Asia. China, South Korea, and Malaysia each have six management journals. Thailand owns eight management journals, while not owning any marketing journal.

<Figure 3> shows the number of journals established over the last 55 years since 1960. The graph shows clearly that not many journals were available before 1990. The 1990’s seems to be the take-off time period from the perspective of Asian marketing academia, since most journals were established after 1990. In addition, it is also

<Figure 1>





<Table 2> Management Journal List

Nationality	Publisher	Title	Issue	ISSN
Australia	Asian Journal of Management Sciences	Asian Journal of Management Sciences	12	2348-0351
Australia	IGI Global	International Journal of Asian Business and Information Management	4	1947-9638
Australia	Mac Scholar : Marketing in Asia Group	The Asian Journal of Business Research	6	1178-8933
Australia	Zia World Press	World Journal of Management	2	1836-070X
China	China Soft Science	China Soft Science Magazine	6	1001-8409
China	Shanghai University of Finance and Economics	Foreign Economics & Management	12	1001-4950
China	Harbin Institute of Technology	Journal of Management Science	6	-
China	Tianjin University	Journal of Management Sciences in China	12	1007-9087
China	China Development Research Center	Management World	5	1002-5502
China	Science Research Management	Research management	12	1000-2995
India	International Management Institute/Elsevier	Global Business Review	2	0972-1509
India	Shrimad Rajchandra Institute of Management and Computer Application	Global Journal of Research in Management	2	2319-8915
India	Publishing India Group	Journal of Entrepreneurship & Management	3	2277-6850
India	XLRI School of Business and Human Resources	Management and Labour Studies	4	0258-042X
Indonesia	Gadjah Mada University	Gadjah Mada International Journal of Business (Gama IJB)	3	1411-1128
Indonesia	Bandung Technological Institute	The Indonesian Journal of Business Administration	3	2252-3464
Japan	Japan Society of Business Administration	journal of business management	2	1691-5348
Japan	Japan Industrial Management Association	Journal of Japan Industrial Management Association	2	0386-4812
Korea	Korean Academy of International Business	International Business Studies	1	1598-2718
Korea	Korean Academy of International Business	International Business Studies	1	1598-2718
Korea	Korea Research Academy of Distribution and Management	Korea Research Academy of Distribution and Management Review	1	1598-012X
Korea	Korean Academy of Commodity Science & Technology	Korean Academy Of Commodity Science & Technology	6	1226-6132
Korea	East Asia Business Economics Association	The East Asian Journal of Business Economics	4	2288-4629

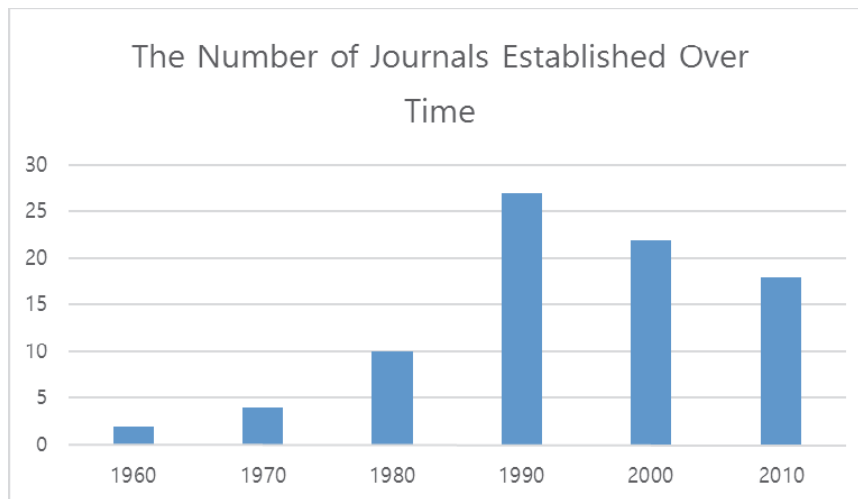
<Table 2> Management Journal List (continue)

Nationality	Publisher	Title	Issue	ISSN
Korea	Korea Advertising Society	The Journal of Advertising and Promotion Research	1	1225-0554
Malaysia	Penerbit Universiti Sains Malaysia	Asian Academy of Management Journal	2	1394-2603
Malaysia	Macau Foundation	Euro Asia journal of management	2	0872-8496
Malaysia	Indian Institute of Management	IIMB Management Review	4	0970-3896
Malaysia	Universiti Malaysia Sarawak	International Journal of Business and Society	2	1511-6670
Malaysia	Vilnius Gediminas Technical University	Journal of Business Economics and Management	2	1611-1699
Malaysia	Universiti Utara Malays	Malaysian Management Journal	1	0128-6226
Phillippines	Ateneo Graduate School of Business	AGSB Journal of Business Management and Entrepreneurship	1	1833-3850
Phillippines	De la Salle University	DLSU Business and Economics Review	2	0116-7111
Russia	Moscow State University	Bulletin of Moscow University. 6. A series of Economics	6	-
Russia	Saint Petersburg State University	Russian Management Journal	4	1729-7427
Russia	Vestnik of Saint Petersburg University	Vestnik of Saint Petersburg University Management Series	4	1605-7953
Singapore	National University of Singapore	Asia Pacific Journal of Management	2	0217-4561
Singapore	Singapore Institute of Management	Singapore Management Review	2	0129-5977
Taiwan	National Cheng Kung University	Asia Pacific management review	4	1029-3132
Taiwan	Tamkang University	International Journal of Information and Management Sciences	4	1017-1819
Taiwan	National Taiwan University	NTU Management Review	3	1018-1601
Taiwan	NCTU Press	Quality Technology and Quantitative Management	4	1684-3703
Thailand	Assumption University	ABAC Journal	2	0858-0855
Thailand	Stamford International University	ASEAN Journal of Management & Innovation	2	2351-0110
Thailand	Assumption University	AU Journal of Management	2	1686-0039
Thailand	Assumption University	AU-GSB e-Journal	2	1906-3296
Thailand	Chulalongkorn University	Chulalongkorn Business Review	2	0125-6564
Thailand	Thammasat University	Journal of Business Administration	6	0125-233X
Thailand	University of Sukhothai Kingdom Thammatirat	Modern Management Journal	2	1686-7319
Thailand	Chulalongkorn University	Sasin Journal of Management	1	0859-2659
UK	Frank Cass	Asia Pacific business review	4	1360-2381
UK	Palgrave MacMillan	Asian Business and Management	5	1472-4782
USA	International Business Press	Journal of Asia Pacific Business	4	1059-9231

<Figure 2>



<Figure 3>



noteworthy that 84% of international journals in Asian countries except the countries that use English as the first language such as Australia, Newzealand, Philippines, and Singapore, have been established since 1990. It implies that Asian researchers started to pay attention to intellectual interaction with other countries from 1990.

#### IV. Research trends in Asia

In order to share information on what researchers have studied in Asia, we collected the research publications of Asian researchers in major Asia universities. This study limits the

research publications of Asian researchers to all the academic research papers and notes on marketing topics written by academic faculties in major Asian universities in each country, but not limit the research publications to those published by Asian journals but by any international or local journals. The research papers for our study published by Asian scholars since 2000 were collected as described below: Firstly, we selected maximum 10 management schools from each Asian country, which are ranked by university ranking studies such as QS Global 200 MBA Rankings Asia Pacific (<http://www.topmba.com/mba-rankings/region/asia>) in 2015 or Eduniversal Business School Ranking (<http://www.eduniversal-ranking.com>), or which have been accredited by AACSB, EQUIS, or AMBA, in fourteen Asian countries (Australia, New Zealand, China, Hongkong, Taiwan, Malaysia, Vietnam, Indonesia, Mongolia, Singapore, Japan, Thailand, South Korea, Russia). Secondly, information on published research papers of faculty members in those universities, including research paper titles, year, and journal titles were obtained from the websites of the corresponding business schools or the faculties' personal websites via google. In case that no English titles are available, the corresponding research titles in their local languages, were translated via google translation and then validated by native speakers. In total, information on 5,926 research papers written by 512 Asian researchers from 145 universities in 16 countries. Please refer to Appendix A for

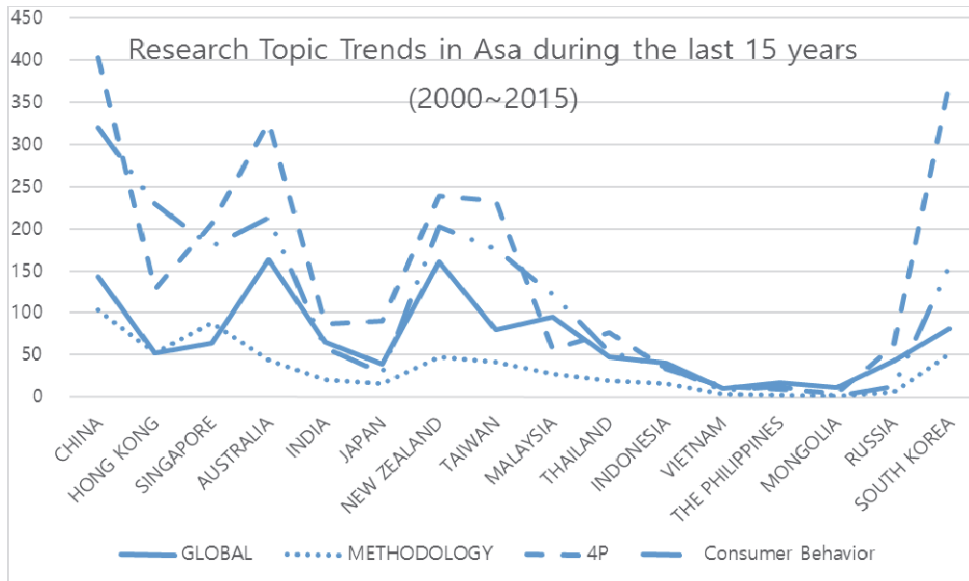
the lists of Asian Universities.

In order to analyze what type of research topics have been studied by Asian researchers, we, as the first step, counted the frequencies of any words contained in the title of each research paper. As the second step, all the marketing concept-related words were grouped into four categories of topics: words related to global strategy, methodology, 4Ps, and Consumer Behavior. Lastly, all the papers were categorized into those four types based on their research titles. Please note that research papers were categorized not exclusively into those types. <Figure 4> shows the number of research papers on the four topics over the last 15 years from 2000 to 2015 as shown below.

The trend graph shows clearly that researchers in most of Asian countries have preferred studies on 4Ps (Product, Price, Promotion, or Place). Especially, researchers in South Korea have researched topics on 4Ps even more than other topics. However, researchers in Hongkong have researched consumer behavior topics significantly more than 4P related topics. It is noteworthy that researchers in Australia and New Zealand have been much more interested in global strategy in Asian markets compared to researchers in other Asian countries.

Further, we categorized the research papers on 4P into product, promotion, price, channel, and brand. <Figure 5> shows the numbers of 4P-related research topics, as shown below, in order to provide information on what topics re-

〈Figure 4〉



searchers in each country are more interested in within a country.

〈Figure 5〉 shows Asian researchers' preference heterogeneity across countries. Price is not a popular topic in most countries. Research on channel and brand is popular in China but, researchers in Hongkong have different preferences from in China. It is also interesting that researchers in Hongkong and Singapore prefer similar topics such as product and channel. It is also noteworthy that brand is the most popular research topic in many Asian countries. Research on product is more popular in relatively rich countries such as Singapore, Australia, and South Korea.

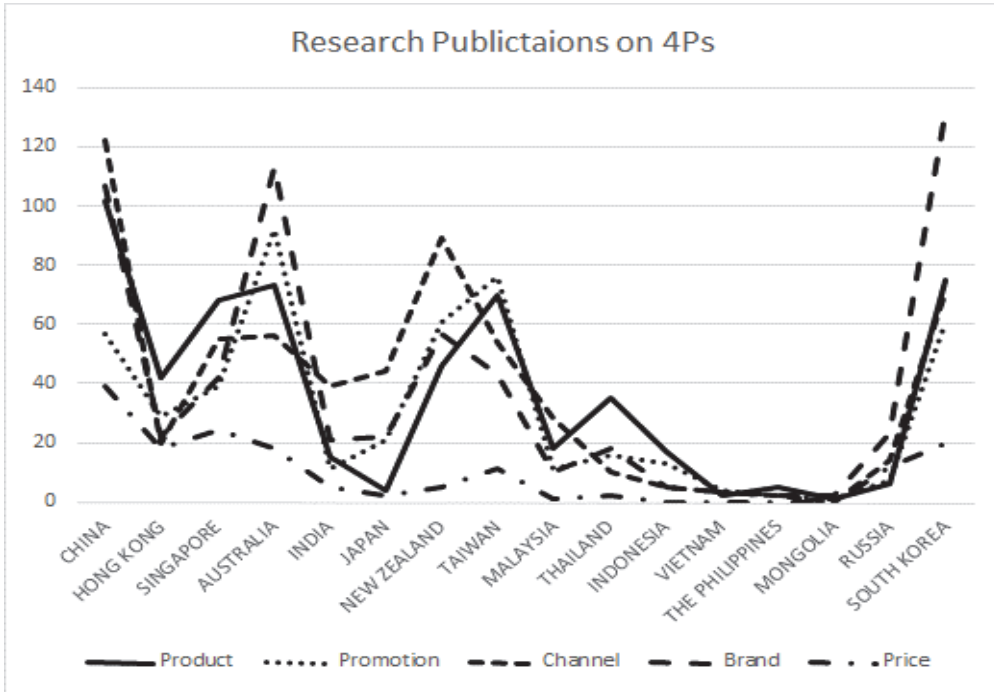
We categorized the research papers on consumer behavior into emotion, attitude, preference, choice decision, and satisfaction. 〈Figure

6〉 shows the numbers of those research topics as shown below.

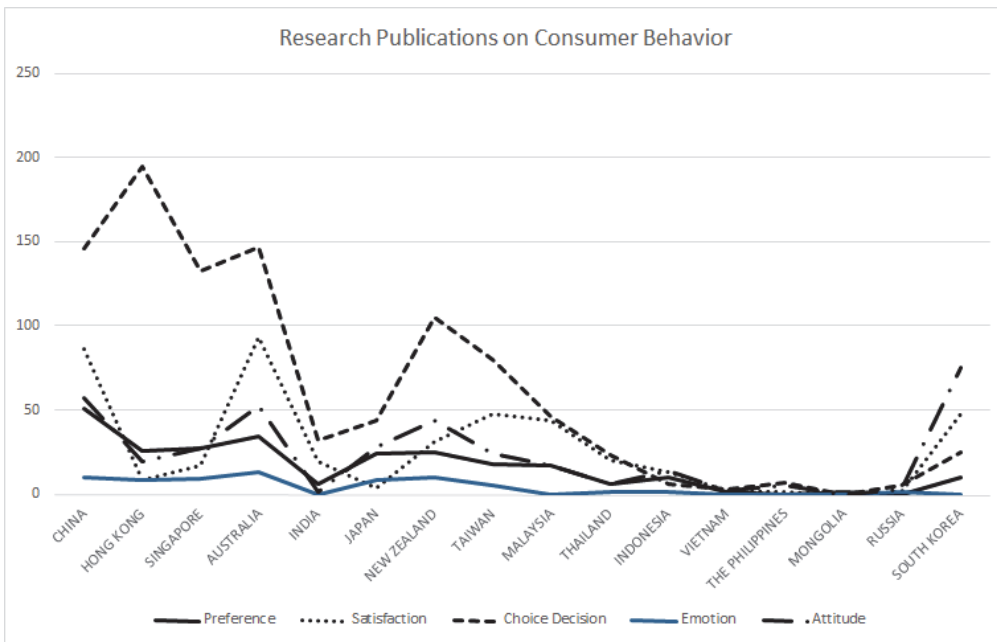
〈Figure 6〉 shows that researchers in each country have significantly different research interests. Researchers in Hongkong, China, Australia, and New Zealand have published more papers on choice decision. Researchers in South Korea have been more interested in attitude, especially brand attitude. Consumer Satisfaction has been a popular research topic in China, Australia, Taiwan, and South Korea. It is noteworthy that consumer behavior has not been much studied in Japan. Researchers in Japan have been working on somewhat unique topics, such as industry-oriented topics and cases.

In conclusion, this study shows heterogeneities in researchers' interests across Asian countries.

<Figure 5>



<Figure 6>



## V. Conclusion

We have addressed the necessity of Asian marketing journals and conferences for researchers across Asian countries, and explained how ICAMA and AMJ were organized. We also provided information on Asian journals publishing marketing research on Asian markets and discussed the current status and trends of Asian journals. Lastly, we analyzed what topics have been usually studied by Asian scholars over the last fifteen years and discussed what research topics are popular in each Asian country.

The empirical study provides some implications marketing researchers in Asia. Firstly, Asian academia needs journals that concentrate on marketing research, in order to act as a medium for Asian researchers to access other researchers' findings easily and to provide a platform for those researchers to communicate with each other. Unfortunately, most Asian countries do not own their marketing journals, which has become a hurdle for the development of a research network in Asia. Without a marketing journal, marketing associations cannot attract active researchers, nor encourage them to work on more Asian market-related research. The establishment of international marketing journals in Asia can be a springboard for Asian researchers and marketing associations to enrich more relevant research about Asian markets and provide a unique and more lively exchange

of knowledge for Asian researchers. Even though marketing associations, in East Asian countries such as China, Japan, and South Korea, own their marketing journals, most of the marketing associations were local journals that publish research manuscripts written in their local language. Therefore, research interactions among researchers in those countries had not been active until the birth of AMJ and ICAMA. In line with that, AMJ, and ICAMA, the international conference managed by major Asian marketing associations for Asian researchers, are expected to make a significant contribution to the network of Asian scholars.

Secondly, it is also significantly helpful for Asian marketing journals to be indexed by international bibliographic databases for academic journal articles, such as SCOPUS, SCI, SSCI, and so on. However, few Asian marketing journals have been indexed by the globally-recognized citation databases. Since 2000, countries in Asia started to develop their own research citation databases in order to improve university rankings for their local universities, or to provide their students information on universities for university selections, as shown in <Table 3> below.

Even though more and more Asian countries have organized their local research database and their indexes these days, such local research databases are not effective for Asian marketing journals in exposing them to researchers in other Asian countries.

Lastly, and most importantly, the success of

〈Table 3〉 Citation Databases in Asia

Nationality	Citation Database	Organization	Website
Australia	DCI (Data Citation Index)	Australian National Data Service	<a href="http://ands.org.au">http://ands.org.au</a>
China	Chinese Science Citation Index	the Natural Sciences Foundation of China	<a href="http://cssci.nju.edu.cn">http://cssci.nju.edu.cn</a>
Japan	CiNii (Scholarly and Academic Information Navigator)	the National Institute of Informatic	<a href="http://ci.nii.ac.jp/en">http://ci.nii.ac.jp/en</a>
India	ICI (Indian Citation Index)	The Knowledge Foundation	<a href="http://www.indiancitationindex.com">http://www.indiancitationindex.com</a>
Malaysia	MCI (Malaysian Citation Index)	the Malaysian Citation Centre (The Ministry of Education)	<a href="http://www.mycite.my">http://www.mycite.my</a>
Russia	Russian Science Citation Index	Russian Science Foundation	<a href="http://elibrary.ru">http://elibrary.ru</a>
Philippines	PJCI (The Philippine Journal Citation Index Database)	the Journal Accreditation Service of the Commission on Higher Education of the Philippines	<a href="http://pjcid.adnu.edu.ph">http://pjcid.adnu.edu.ph</a>
South Korea	KCI (Korea Citation Index)	National Research Foundation of Korea	<a href="http://www.kci.go.kr">http://www.kci.go.kr</a>
Taiwan	TSSCI (Taiwan Citation Index)	Taiwan National Science Council	<a href="http://ssrc.sinica.edu.tw">http://ssrc.sinica.edu.tw</a>

Asian journals depends on how they differentiate their roles and research directions against other well established international journals. Asian marketing journals and conferences need to find a differentiated position against Western journals and conferences. Finding a differentiated identity is the key to the successful settlement of Asian marketing journals. If Asian journals follow the research directions that well-known Western journals have been pursuing, they cannot make a contribution at all in the marketing literature. Researchers have not much reason to submit their high quality papers to Asian marketing journals, given that there are plenty of prestigious Western journals, if those journals

prefer the same research topics. Asian journals need to lead Asian academia to deal with more Asian market-related research topics, for instance better understanding cultural differences among Asian consumers and the affect those differences have on Asian consumers' preference heterogeneity and homogeneity, globalization or localization strategy for Asian companies in Asian markets, the difference between aging markets in East Asia and emerging markets in ASEAN countries, and so on.

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## Appendix A: Major Universities in Asia

Country	University	Accrediation	Websites
Australia	Australian National University	-	programsandcourses.anu.edu.au/
Australia	La Trobe University	-	latrobe.edu.au/
Australia	Macquarie University	AACSB	mgsm.edu.au/
Australia	Monash University	Triple	business.monash.edu/
Australia	Queensland University Of Technology	Triple	qut.edu.au/
Australia	The University Of Adelaide	AACSB	business.adelaide.edu.au/
Australia	The University Of Western Australia	AACSB / EQUIS	business.uwa.edu.au/
Australia	University Of Melbourne	AACSB / EQUIS	mbs.edu/home
Australia	University Of New South Wales	AACSB / EQUIS	business.unsw.edu.au/
Australia	University Of Queensland	AACSB / EQUIS	uq.edu.au/
Australia	University Of Sydney	AACSB / EQUIS	http://sydney.edu.au/
China	China Europe International Business School	AACSB / EQUIS	en.ceibs.edu/
China	Fudan University	AACSB / EQUIS	fdsm.fudan.edu.cn/En/
China	Lingnan (University) College, Sun Yat-Sen University	Triple	lingnan.sysu.edu.cn/en/
China	Nanjing University	AACSB	nju.edu.cn/english/
China	Peking University, BIMBA	AACSB / EQUIS	en.bimba.edu.cn/
China	Peking University, Guanghua MBA	AACSB / EQUIS	gsm.pku.edu.cn/mba/en/
China	Renmin University Of China	AACSB / EQUIS	mbaen.rbs.org.cn/
China	Shanghai Jiao Tong University, Antai MBA	Triple	mba.sjtu.edu.cn/en/
China	Sun Yat-Sen University	Triple	sysu.edu.cn/
China	Tsinghua University	AACSB	mba.sem.tsinghua.edu.cn/mbaen/
China	University Of Science And Technology Of China	AACSB / AMBA	sem.ustb.edu.cn/
China	Zhejiang University	Triple	zju.edu.cn/english/
Hong Kong	City University Of Hong Kong	EQUIS	cb.cityu.edu.hk/
Hong Kong	Hong Kong Baptist University	Triple	buhkbu.edu.hk/eng/main/
Hong Kong	Hong Kong University Of Science And Technology	AACSB	mba.ust.hk/
Hong Kong	Lingnan University	AACSB	ln.edu.hk/
Hong Kong	The Chinese University Of Hong Kong	AACSB	mba.cuhk.edu.hk/
Hong Kong	The Hong Kong Polytechnic University	AACSB / EQUIS	polyu.edu.hk/fb/
Hong Kong	The University Of Hong Kong	AACSB / EQUIS	mba.hku.hk/
India	Great Lakes Institute Of Management	-	greatlakes.edu.in/
India	Indian Institute Of Management, Ahmedabad	EQUIS	iimahd.ernet.in/
India	Indian Institute Of Management, Bangalore	EQUIS	iimb.ernet.in/
India	Indian Institute Of Management, Calcutta	AACSB / AMBA	iimcal.ac.in/

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Country	University	Accrediation	Websites
India	Indian Institute Of Management, Kozhikode	AMBA	iimk.ac.in/
India	Indian Institute Of Management, Lucknow	AMBA	iiml.ac.in/
India	Indian School Of Business	AACSB	isb.edu/
India	International Management Institute, Delhi	AMBA	imi.edu/
India	Management Development Institute	AMBA	mdi.ac.in/login.html
India	Sp Jain Institute Of Management And Research	AMBA	spjimr.org/
India	SVKM's NMIMS, Bangalore	AMBA	nmimsbangaluru.org/
India	T. A. Pai Management Institute	AACSB	tapmi.edu.in/
Indonesia	Airlangga University, Faculty Of Economy	-	unair.ac.id/
Indonesia	Institut Teknologi Bandung	-	sbm.itb.ac.id/mba
Indonesia	IPMI International Business School	-	ipmi.ac.id/index/en
Indonesia	Prasetiya Mulya Business School	-	pmbs.ac.id/
Indonesia	Universitas Gadjah Mada	AACSB	mm.feb.ugm.ac.id/
Indonesia	University Of Indonesia Faculty Of Economics	-	feb.ui.ac.id/
Japan	Keio University	AACSB / EQUIS	kbs.keio.ac.jp/en/
Japan	Kyoto Universtiy	-	gam.kyoto-u.ac.jp/en/
Japan	Mcgill University Japan	-	mcgillmbajapan.com/
Japan	Meiji University, School Of Business Administration	-	meiji.ac.jp/cip/english/undergraduate /business/
Japan	Meiji University, School Of Commerce	-	meiji.ac.jp/cip/english/undergraduate /commerce/
Japan	Meiji University, School Of Global Business	-	meiji.ac.jp/cip/english/graduate /business/
Japan	Nagoya University Of Commerce And Business	AACSB / AMBA	nucba.ac.jp/en/
Japan	Temple University, Japan Campus	-	tuj.ac.jp/index.html
Japan	Waseda University	-	waseda.jp/fcom/wbs/en
Malaysia	Universiti Utara Malaysia	AMBA	oyagsb.uum.edu.my/
Malaysia	Putra Business School	AACSB	putrabusinessschool.edu.my/
Malaysia	Universiti Kebangsaan Malaysia	-	ukm.my/gsbukm/
Malaysia	Universiti Malaya	AMBA	um.edu.my/
Malaysia	Universiti Putra Malaysia	AACSB	putrabusinessschool.edu.my/
Malaysia	Universiti Sains Malaysia	-	gsb.usm.my/v2/
Mongolia	Ider University	-	ider.edu.mn/
Mongolia	Institute Of Finance And Economics	-	ife.edu.mn/
Mongolia	Mongolia International University	-	miu.edu.mn/miu/cbah.php
Mongolia	Mongolian National University	-	mnu.edu.mn/
Mongolia	Mongolian University Of Science And Technology	-	must.edu.mn/mn/

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Country	University	Accreditation	Websites
Mongolia	National University Of Mongolia	-	num.edu.mn/en/
Mongolia	Orkhon University	-	orkhon.edu.mn/
Mongolia	Ulaanbaatar University	-	ulaanbaatar.edu.mn/
New Zealand	Auckland University Of Technology	AACSB	aut.ac.nz/study-at-aut/
New Zealand	Massey University	AACSB / AMBA	business.massey.ac.nz/
New Zealand	The University Of Auckland	Triple	mba.auckland.ac.nz/
New Zealand	University Of Canterbury	AACSB / AMBA	mba.canterbury.ac.nz/
New Zealand	University Of Otago	AACSB / EQUIS	otagomba.com/
New Zealand	University Of Waikato	Triple	waikato.ac.nz/
New Zealand	Victoria University Of Wellington	Triple	victoria.ac.nz/som/study/
Russia	International Management Institute St. Petersburg	AMBA	imisp.ru/
Russia	Lomonosov Moscow State University	-	en.mgubs.ru/
Russia	MBA Higher School, Kazan Federal University	AMBA	mba-kazan.ru/
Russia	MIRBIS Moscow International Higher Business School	AMBA	mirbis.ru/
Russia	Moscow School Of Social And Economic Sciences	AMBA	kingston.ane.ru/
Russia	Plekhanov Business School Integral, Plekhanov Russian University Of Economics	AMBA	rea.ru/
Russia	Saint Petersburg University	EQUIS / AMBA	gsom.spbu.ru/en/
Russia	State University Of Management, School Of Business	AMBA	hbs-guu.ru/
Russia	Synergy Business School	-	synergy.ru/
Russia	The Russian Presidential Academy of National Economy And Public Administration	AMBA	emba.rane.ru/en
Singapore	Insead Singapore	Triple	insead.edu/home/
Singapore	Nanyang Business School	AACSB / EQUIS	nbs.ntu.edu.sg/
Singapore	National University of Singapore	AACSB / EQUIS	mba.nus.edu/
Singapore	Singapore Institute of Management	-	sim.edu.sg/
Singapore	Singapore Management University	AACSB / EQUIS	business.smu.edu.sg/
Korea	Chung Ang University	-	biz.cau.ac.kr/
Korea	Dongguk University	AACSB	mba.dongguk.edu/
Korea	Ewha Womans University	AACSB	biz.ewha.ac.kr/
Korea	Hankuk University Of Foreign Studies	-	bizeng.hufs.ac.kr/
Korea	Hanyang University	AACSB	biz.hanyang.ac.kr/
Korea	Konkuk University	AACSB	mba.konkuk.ac.kr/

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Country	University	Accreditation	Websites
Korea	Korea University	AACSB / EQUIS	biz1.korea.ac.kr/en/
Korea	Kyung Hee University	-	ekbiz.khu.ac.kr/
Korea	Seoul National University	AACSB	gsb.snu.ac.kr/en/
Korea	Sogang University	AACSB	sbs.ac.kr/en/
Korea	Sungkyunkwan University	AACSB	gsb.skku.edu/en/
Korea	Yonsei University	AACSB / EQUIS	mba.yonsei.ac.kr/
Taiwan	Feng Chia University	AACSB	en.fcu.edu.tw/wSite/mp?mp=3
Taiwan	Fu Jen Catholic University	AACSB	management.fju.edu.tw/
Taiwan	National Central University	AACSB	mgt.ncu.edu.tw/index/main.php
Taiwan	National Cheng Kung University	AACSB	imba.ncku.edu.tw/main.php
Taiwan	National Chengchi University	AACSB / EQUIS	imba.nccu.edu.tw/
Taiwan	National Chiao Tung University	-	com.nctu.edu.tw/
Taiwan	National Sun Yat-Sen University	AACSB	mbaen.bssysu.com/
Taiwan	National Taiwan University	AACSB	management.ntu.edu.tw/en/GMBA
Taiwan	National Taiwan University of Science And Technology	AACSB	management.ntust.edu.tw/
Taiwan	National Tsing Hua University	-	nthu.edu.tw/
Thailand	Assumption University	-	graduate.au.edu/
Thailand	Chulalongkorn University	AACSB / EQUIS	mbachula.info/mba-english-program
Thailand	National Institute Of Development Administration	AACSB	mba.nida.ac.th/en/
Thailand	Stamford International University	-	stamford.edu/
Thailand	Thammasat Business School	-	tbs.tu.ac.th/14/en/
The Philippines	Asian Institute Of Management	-	aim.edu/
The Philippines	Ateneo De Manila University	-	gsb.ateneo.edu/
The Philippines	De La Salle University	-	dlsu.edu.ph/academics/
The Philippines	University Of San Carlos School Of Business and Economics	-	usc.edu.ph/sbe/
The Philippines	University Of Santo Tomas Ust Graduate School	-	ust.edu.ph/
The Philippines	University Of The Philippines, Cesar E. A. Virata School Of Business	-	upd.edu.ph/~cba/
Vietnam	Centre Franco-Vietnamien De Formation À La Gestion	-	cfvg.org/
Vietnam	FPT School Of Business, FPT University	-	fsb.edu.vn/
Vietnam	Ho Chi Minh City University of Technology	-	mba-mci.edu.vn/en/
Vietnam	RMIT University Vietnam	-	rmit.edu.vn/
Vietnam	University of Economics, HCMC	-	ueh.edu.vn/
Vietnam	Vietnam National University	-	hsb.edu.vn/