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Editorial

Sang Yong Kim

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Editorial

2012-04-10

Asia Marketing Journal is the new name of *Korean Journal of Marketing* published by Korean Marketing Association (KMA). As a double-blinded refereed journal with three reviewers, *Asia Marketing Journal* is published quarterly in April, July, October and January.

Why do we have a new name? Because the world is rapidly changing and the needs for the Journal from academia as well as industry are changing, too. KMA is expanding its scope beyond Korea. In fact, KMA is developing relationships with leading academic societies in China and Japan such as Council of Chinese Academy Marketing Science and Japan Society of Marketing and Distribution. Also, KMA pursues broader academic networks to the nations like ASEAN countries, India, Middle-East, Australia, New Zealand, Europe and North America. In order to achieve our goal of leading international academic societies, *Asia Marketing Journal* should have wide range of reader bases all over the world. In order to achieve this goal, *only English written paper* is considered for submission although the issues of April and July this year contain papers written in Korean from the previous editor's process.

Asia is now getting more attention from the world. Let's look at three countries in East Asia, for example. No need to mention of the importance of China, the new heart of world economy. Everyone is interested in the recovery of Japan after the long period of economic downturn. And, everything in Korea, one of the most dynamic nations in the world is changing so fast along with its advanced technologies in Internet and mobile communications. It thus is not surprising to us that the world is closely watching us, Asia. Then, as a leading academic society, KMA must provide some answers about Asia to the world with full of curiosities.

Therefore, it is about the right time for us to reposition our Journal as *Asia Marketing Journal*. In addition to the theoretically rigorous academic papers, we need to introduce the Asian cases of marketing, either successful ones or failures. The marketing practices in Asia are yet well known to the world. It is our responsibility to develop the cases which will give great lessons to the managers outside of Asia especially who want to do their businesses in Asia. In other words, *Asia Marketing Journal* welcomes and will publish *case studies* as well as *research papers* and *research notes* not only from academic researchers but also from practitioners in the marketing fields.

As a new Editor-in-Chief, I am just starting my term with new Editorial Board of 17 scholars from USA, China, Japan and Korea. Sooner or later I will expand the Editorial Board with energetic hard-working scholars, from other Asian nations and rest of the world, who are interested in marketing in Asia. After all, our Journal is now *Asia Marketing Journal*.

Although the authors are required to pay the submission fee and, if the paper is accepted, the publication fee, I will support the authors by offering incentives for submission in three ways during my editorship of two years.

First, the authors who paid the submission fee will receive the submission incentives from KMA after the completion of review process, regardless of the final decision.

Second, the authors who paid the publication fee will receive the publication incentives from KMA after the publication of their paper.

Third, the fees of submission and publication are waived if all the co-authors do not have any affiliation in Korea. Authors from outside of Korea are exempted from the fees of submission and publication.

Finally, your contributions to *Asia Marketing Journal* will be greatly appreciated.

Editor-in-Chief, Sang Yong Kim, Ph.D.

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- **Case study:** Case studies describe actual interventions or experiences within organizations. They may well be subjective and will not generally report on research. A description of a legal case or a hypothetical case study used as a teaching exercise would also fit into this category.

Fees

The authors are required to pay the submission fee when they submit the manuscript for the review process and the publication fee after their manuscript is successfully accepted for the publication.

If all the co-authors do not have any affiliation in Korea, they are exempted from the following fees.

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Editor-in-Chief: Professor Sang Yong Kim, Korea University Business School, Seoul, 136-701, Korea

Assistant Editor: Ji Yoon Kim, Ph.D. (jiyoonk77@naver.com)

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Incentives from KMA

The authors who paid the fee(s) will receive the incentives from KMA. The incentives will be offered for two years from April 2012 or by the time of SSCI approval for Asia Marketing Journal, whichever comes earlier.

Submission Incentives of KW200,000 after the completion of review process

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