**Fast Track Submission Guideline**

**Purpose:** The primary purpose of the Fast Track submission is to provide a platform for the most influential papers and to disseminate them on time, serving our stakeholders.

**Publication Criteria**: To be considered a Fast Track candidate, a paper must meet the following publication standards of AMJ: 1. The paper offers new ideas or perspectives associated with the Asian market; 2. The paper has applicability to real-world marketing problems; 3. The paper has rigor and relevance; 4. The paper should comply with the ethical policy of AMJ.

Thus, Fast Track is not just about speed; speed is a reward for coming up with manuscripts advancing practice and marketing theory in Asia and around the World.

**Review Process**: Paper submitted for the Fast Track will undergo faster review, with initial decisions being returned to the authors within seven days. Papers will either be conditionally accepted with potentially modest revisions or rejected. Authors invited to revise should resubmit the paper within a week. The final decision will follow within a week.