

Journal of  
**Global Marketing**



# FIIB-JGM Paper Development Workshop 2024

October 15, 2024

**Venue:**  
Online via Zoom

**Hosted by:**  
FIB in partnership with the  
Journal of Global Marketing (JGM)

**Application Deadline:**  
September 7, 2024

**Notification of Acceptance:**  
September 15, 2024



## Overall Aims

- Provide prospective authors with an understanding of what JGM seeks to publish.
- Offer guidance on issues that might lead to rejection at various stages of the review process.
- Facilitate pre-submission interactions between JGM editors and potential authors to align manuscripts with JGM priorities.
- Establish a forum for editors to work with prospective authors on manuscripts in progress.
- Support networking among scholars and the sharing of ideas.



## Workshop Structure

### October 15, 2024

#### Welcome and Introduction

- Dr. Kokil Jain, *Dean – Research & Outreach, FIIB*
- Overview of the workshop objectives and agenda
- Introduction of JGM editors and FIIB faculty.
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#### Keynote Session

- “Publishing in Top Marketing Journals” by the *JGM Editor-in-Chief, Prof Ajay Manrai* Session on Manuscript Preparation
- Detailed discussion on manuscript structure, common pitfalls, and tips for successful submissions by the *Deputy Editor of JGM, Dr. Bipul Kumar*

#### Paper Feedback Session

- Individual feedback sessions for participants with JGM editors on their manuscripts.

#### Closing Session

- Summary of the workshop outcomes by the *JGM Editorial Board Member, Dr. Sakshi Kathuria*
- Final Q&A with JGM editors and FIIB faculty.
- Closing remarks and next steps.



## Detailed Application Procedure

**Eligibility** The workshop is open to all scholars, with a particular focus on early-career researchers and doctoral students. Applicants should have a working paper or a well-developed extended abstract related to global marketing topics.

### Application Materials

#### Cover Letter

- Should include the status of the paper (e.g., data collected, analysis complete).
- Describe the main research question and intended theoretical and practical contributions.
- Indicate how the paper aligns with the scope of the Journal of Global Marketing.

#### Full Working Paper or Extended Abstract

- Maximum of 3,000 words for the extended abstract.
- Should outline the research question, theoretical framework, methodology, and preliminary findings.
- Include a section on the implications for global marketing theory and practice.

#### Curriculum Vitae

- Include academic background, research interests, and relevant publications.
- Highlight any previous experience with global marketing research.



## Submission Process

- Format – All application materials should be compiled into a single PDF document.
- Submit your proposal at [cmt3.research.microsoft.com/FRC2024](https://cmt3.research.microsoft.com/FRC2024).
- Deadline – All applications must be submitted by September 7, 2024.



## Selection Criteria

- Relevance – The alignment of the paper with the thematic areas of the Journal of Global Marketing.
- Quality – The rigor of the research design and the potential contribution to the field of global marketing.
- Development Stage – Preference will be given to papers that are well-developed but still in progress, allowing for constructive feedback during the workshop.



## Notification of Acceptance

- Applicants will be notified of their acceptance status by September 15, 2024, via email.
- Accepted participants will receive detailed instructions for preparing their papers for the workshop and guidelines for presentations and discussions.



## Post-Workshop Submission

- Participants are encouraged to submit their revised papers to the Journal of Global Marketing following the workshop, considering the feedback received during the sessions.
- \*There will be no special issue, but FIIB may send a few select papers to JGM for publication consideration. The papers will go through the double-blind review process as per the JGM policy (The JGM EIC will make the final decision to publish a paper).



## About FIIB

The Fortune Institute of International Business (FIIB) is a premier business school located in New Delhi, India. Established with the vision of becoming a global leader in management education, FIIB is dedicated to fostering an environment of academic excellence, innovation, and industry collaboration. FIIB offers a range of programs, including its flagship MBA program, which is designed to develop future business leaders with a global perspective. The institute emphasizes experiential learning, critical thinking, and a holistic approach to business education, ensuring that students are well-prepared to meet the challenges of the dynamic business world. FIIB's commitment to research and knowledge dissemination is evident through its numerous initiatives, including partnerships with renowned academic journals, industry forums, and international academic collaborations.



## About the Journal of Global Marketing (JGM)

The Journal of Global Marketing (JGM) is a leading scholarly publication that focuses on the complexities and challenges of marketing in a globalized world. It aims to advance the understanding of international marketing by publishing high-quality research that explores various aspects of global marketing strategies, consumer behavior, cross-cultural marketing, digital marketing, and more. JGM provides a platform for researchers and practitioners to share insights, theoretical advancements, and practical solutions that address the diverse needs of businesses operating in the global marketplace. By bridging the gap between academia and practice, JGM plays a crucial role in shaping the future of global marketing research and practice.





## About the Editors

**Professor Ajay Manrai** is a distinguished editor at the Journal of Global Marketing and a prominent figure in the field of marketing. He is a Professor Emeritus of Marketing at the University of Delaware, where he has made significant contributions to the academic community through his research, teaching, and leadership. Prof. Manrai's research interests include cross-cultural consumer behavior, international marketing strategy, and global brand management. His extensive publication record, combined with his editorial experience, provides invaluable guidance to authors seeking to publish in top-tier marketing journals. As an editor, Prof. Manrai is dedicated to promoting rigorous and impactful research that addresses the evolving challenges and opportunities in global marketing.



**Prof. Bipul Kumar** is the Deputy Editor of the Journal of Global Marketing and a Professor of Marketing at the Indian Institute of Management (IIM) Indore. Dr. Kumar's research focuses on areas such as business-to-business marketing, consumer behavior, and sustainability. He has published numerous articles in top-tier marketing journals and is known for his rigorous and insightful research. His editorial work at JGM involves guiding authors through the publication process, ensuring that their research meets the high standards of the journal. Dr. Kumar's expertise and dedication to advancing global marketing research make him a valuable asset to both the academic and professional marketing communities.

**Dr. Sakshi Kathuria** is an editorial board member with the Journal of Global Marketing and a faculty member in the Marketing department at FIIB, New Delhi. Dr. Kathuria's research interests include digital marketing, consumer behavior, and brand management. Her work has been published in various esteemed journals, and she brings a wealth of knowledge and experience to her role at JGM. As a faculty member at FIIB, Dr. Kathuria is deeply involved in mentoring students and fostering an environment of academic excellence. Her dual role as an academic and an editorial board member allows her to bridge the gap between research and practice, providing valuable insights to authors looking to publish in JGM.



*This workshop aims to bridge the gap between academic research and practical application, fostering high-quality contributions to the field of global marketing.*



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