



Journal of Historical Research in Marketing

The **Journal of Historical Research in Marketing (JHRM)** is the only quarterly, peer-reviewed journal publishing high quality, original, academic research that focuses entirely on marketing history and the history of marketing thought. Marketing is defined broadly to include the activities involved in commercial exchange and other commercial-like activities. Marketing history includes, but is not limited to, the histories of advertising, retailing, channels of distribution, product design & branding, pricing strategies, market research, and consumption behavior - all studied from the perspective of individuals, companies, industries, or of whole economies and societies. The history of marketing thought examines the histories of marketing ideas, concepts, theories, and schools of marketing thought including the lives and times of marketing thinkers. This includes biographical studies as well as histories of institutions and associations involved in the development of the marketing discipline. We welcome manuscripts that deal with the origins, growth, and development of both marketing history and the history of marketing thought. All time frames and geographical settings are of interest. Pedagogical and historiographical / methodological essays are also welcome as long as they are grounded in a marketing and historical context.

History broadens and deepens our understanding of marketing. It provides a context and perspective for contemporary marketing practices and ideas. Nevertheless, marketing history is also valuable in its own right and for its own sake. Marketing history is studied within a broad range of related historical disciplines including business history, social and cultural history, marketing, and other business disciplines. **JHRM** welcomes high quality, original research that encompasses that broader range of historical approaches, philosophical positions, and methodologies. The distinguishing theme is its historical orientation.

Call for Papers

JHRM is now inviting submissions for early issues of the journal.

The first issue is scheduled to be published in March 2009 with a submission deadline of July 15, 2008. It will be a special issue celebrating the contributions to historical research in marketing by the late Dr. Stanley C. Hollander who was a member of the faculty at Michigan State University and is considered by many to be the founder of the 'new' marketing history. Hollander was the driving force in the 1983 creation of the biennial conferences on historical research in marketing, now known as CHARM. Hollander's academic career began during the early 1950s and was largely defined by his contributions to the discipline of retailing. It was his doctoral studies of early forms of discount retailing that inspired a strong historical orientation. He went on to publish important historical work on the wheel of retailing, multinational retailing, small scale retailing, and the interaction of regulatory forces and social pressures on retailing. An admitted Anglophile, Hollander also developed and maintained a strong interest in British retailing history. His important historical study of relationship marketing was another outgrowth of his interest in retailing and channels of distribution. Another topic in which he was interested early in his career and to which he made an important contribution was the history of salesmanship and selling. As research on the history of marketing thought developed, Hollander was a lone voice for documenting the contributions to marketing thought by practitioners, regulators, and other observers whose ideas were recorded in the trade press, industry conventions, and in legislation – not only those by marketing academics in the scholarly press. Perhaps Hollander's most important yet under appreciated historical work dealt with the marketing concept, which was and still is widely believed to herald a revolution in marketing practice and thought during the 1950s. Finally, late in his career Hollander published work on historical method even though he was

anything but a methodological zealot. Time ran out for Hollander to contribute planned studies of the histories of surrogate buyers and retail conglomerates.

For the inaugural issue of **JHRM** we particularly welcome tributes to Stanley C. Hollander and manuscripts that address topics that are closely related to his contributions to historical research in marketing including but not limited to histories of:

- retailing: particularly British retailing, the wheel of retailing, small scale retailing, multinational retailing, retailing conglomerates, or the impact of regulatory forces and social pressures on retailing;
- relationship marketing;
- marketing concept;
- personal selling and salesmanship;
- surrogate buyers;
- historical method, especially periodization.

Authors should clearly connect their writing to Hollander's work in some way. **The submission deadline for the inaugural issue is July 15, 2008.** If you are unsure of the suitability of your topic, please contact the **JHRM** editor, Brian Jones, bjones1@quinnipiac.edu.

Note also that submissions for subsequent issues are welcome now as well.

Submission Procedures

Submissions to **JHRM** should be sent electronically in either PDF format (preferred) or MS Word as an email attachment to the editor: Professor D.G. Brian Jones, School of Business, Quinnipiac University, Hamden CT, USA, Email: bjones1@quinnipiac.edu. Please include the phrase "JHRIM Submission" in your email subject line. Title the submission file attached with the lead author's surname.

Articles should be between **3,000** and **6,000** words in length. A brief **autobiographical note** should be supplied including full name, affiliation, e-mail address and full international contact details.

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Editorial objectives

The *Journal of Historical Research in Marketing* focuses on marketing history and the history of marketing thought. Marketing is defined broadly to include the activities involved in commercial exchange and other commercial-like activities. Marketing history includes, but is not limited to, the histories of advertising, retailing, channels of distribution, product design & branding, pricing strategies, market research, and consumption behavior - all studied from the perspective of companies, of industries, or of whole economies and societies. The history of marketing thought examines the histories of marketing ideas, concepts, theories, and schools of marketing thought including the lives and times of marketing thinkers. This includes biographical studies as well as histories of institutions and associations involved in the development of the marketing discipline.

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Papers should:

- Have a clear statement of purpose;
- Have a clear statement of importance; why the paper was written and what it contributes to the body of knowledge;
- Use primary data sources where available and appropriate;
- Be well-written and readable;
- Present reliable and valid conclusions appropriate to the methodology used;
- Be completely free of spelling and grammatical errors.

The reviewing process

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to the appropriate associate editor and two referees for double blind peer review. Based on their recommendations, the editor and associate editor then decide whether the paper should be accepted as is, revised or rejected. The process described above is a general one. The editor, however, may, in some circumstances, vary this process.

The editor may make use of [iThenticate software](#) for checking the originality of submissions received.

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Manuscript requirements

Authors must supply a **structured abstract** set out under 4-6 sub-headings: Purpose; Design/methodology/approach; Findings; Research limitations/implications (if applicable); Practical implications (if applicable); and Originality/value of the paper. Maximum is 250 words in total. In addition provide up to six **keywords** which encapsulate the principal topics of the paper. For more information and guidance on structured abstracts visit:

www.emeraldinsight.com/structuredabstracts

Notes or **Endnotes** should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

Figures should be supplied within the article itself. All **Figures** (charts, diagrams and line drawings) and **Plates** (photographic images) should be submitted in both electronic form and hard copy originals. Figures should be of clear quality, in black and white and numbered consecutively with Arabic numerals. Figures created in MS Word, MS PowerPoint, MS Excel, Illustrator and Freehand should be saved in their native formats. Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS

Word document or saved and imported into a MS Word document by choosing "Insert" from the menu bar, "Picture" from the drop-down menu and selecting "From File . . ." to select the graphic to be imported. For figures which cannot be supplied in MS Word, acceptable standard image formats are: .pdf, .ai, .wmf and .eps. If you are unable to supply graphics in these formats then please ensure they are .tif, .jpeg, or .bmp at a resolution of at least 300dpi and at least 10cm wide. To prepare screenshots, simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".)

For photographic images (plates) good quality original photographs should be submitted. If supplied electronically they should be saved as .tif or .jpeg files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest resolution/quality as possible.

In the text of the paper the preferred position of all tables, figures and plates should be indicated by typing on a separate line the words "Take in Figure (No.)" or "Take in Plate (No.)". Tables should be typed and included as part of the manuscript. They should not be submitted as graphic elements. Supply succinct and clear captions for all tables, figures and plates. Ensure that tables and figures are complete with necessary superscripts shown, both next to the relevant items and with the corresponding explanations or levels of significance shown as footnotes in the tables and figures.

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. This is very important in an electronic environment because it enables your readers to exploit the Reference Linking facility on the database and link back to the works you have cited through CrossRef. You should include all author names and initials and give any journal title in full.

You should cite publications in the text (Bartels 1962) using the first named author's name or (Witkowski and Jones, 2006) citing both names if there are two authors or (Keep et al., 1998) when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied.

For books: surname, initials, (year), title of book, publisher, place of publication, e.g. Bartels, R. (1962), *The Development of Marketing Thought*, Richard D. Irwin, Homewood, IL.

For book chapters: surname, initials, (year), "chapter title", editor's surname, initials, title of book, publisher, place of publication, pages, e.g. Witkowski, T.H. and Jones, D.G.B (2006), "Qualitative Historical Research in Marketing", in Belk, R. W. (Ed.), *Handbook of Qualitative Research Methods in Marketing*, Edward Elgar Publishing, Cheltenham, UK, pp. 70-82.

For journals: surname, initials, (year), "title of article", journal name, volume, number, pages, e.g. Keep, W. W., Hollander, S.C., and Dickinson, R. (1998), "Forces Impinging on Long-Term Business-to-Business Relationships in the United States: An Historical Perspective", *Journal of Marketing*, Vol. 62, No. 2, pp. 31-45.

For archival or other unpublished sources: surname, initials, (year), "title of document", Unpublished Manuscript, collection name, inventory record, name of archive, location of archive, e.g. Litman, S. (1902), "Mechanism & Technique of Commerce", Unpublished Manuscript, Simon Litman Papers, Record series 9/5/29 Box 3, University of Illinois Archives, Urbana-Champaign, IL.

For electronic sources: if available online the full URL should be supplied at the end of the reference.

Final submission of the article

Once accepted for publication, the final version of your paper in either MS Word or RTF format

should be sent to the editor. Please ensure that the abstract, article category, keywords and a brief autobiographical note for each author (full name, affiliation, email address and full international address) are supplied in the article document. Each article must be accompanied by a completed and signed **Journal Article Record Form** available at http://www.emeraldinsight.com/info/authors/writing_for_emerald/jarform.jsp

Authors should note that proofs are not supplied prior to publication. The manuscript, as submitted, will be considered to be the definitive version of the article. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors. In preparing the file, please use either Word or RTF formats.

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