

Research Articles

Forty Years of the Journal “Marketing Zeitschrift für Forschung und Praxis – Journal of Research and Management”: Retrospection and Prospects

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The publication of issue 4/40 (2018) marks 40 years of the journal Marketing ZFP-JRM. This paper deals with the development of this journal during these 40 years. The authors distinguish between four phases – 1979-1988, 1989-2004, 2005-2010, and since 2011 – because of different prevailing academic contexts. These contexts not only influenced the progression of the journal, but had an impact on the whole field of academic marketing in German-speaking countries. The strategic objectives and the successes of this journal are presented for each of the respective periods. As it turns out, Marketing ZFP-JRM has been accepted by the scientific community because the journal could adapt successfully to new environmental conditions. A great number of scientific careers were supported by publications in this journal. For these reasons, we are optimistic about its future.

1. Preliminaries

Upon publishing issue 4/40 (2018) the Journal “Marketing Zeitschrift für Forschung und Praxis (ZFP)-Journal



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of Research and Management (JRM)” celebrates its 40th year in existence. We want to use this event to take an evaluative look on the development of the journal. First of all, some statistical numbers shed some light on the amount and variety of the journal’s performance.

Since 1979, the publisher has released a total of 173 issues of the journal with 872 [1] scientific articles filling 12,610 pages, written by 1,033 authors. In its period of highest success, more than 600 subscribers have been reached. With the change of the journal markets, especially due to digitalization and growing competition with international journal formats, today the stock of regular subscribers has been more than halved. This effect, however, can be observed for many scientific journals; the loss is generally compensated by electronic calls and downloads in the relevant libraries and data banks.

Much more of interest is the substantial impact of the journal on the field of marketing, especially how it relates to changes in the scientific publication culture in the German-speaking community. This focus guides the following article, which uses as a framework the chronology of implicit policies to structure the content. However, the chronology is only used as an auxiliary frame to evaluate the impact of strategies and measures which were implemented and used by the editors related to Marketing ZFP-JRM.

In *Tab. 1* we distinguish four different editorial periods:

- Phase I: The period of the founding editors (1979–1988),
- Phase II: The period of the academic scholars of the founding editors (1989–2004),
- Phase III: The period of relaunch and internationalization (2005–2010),
- Phase IV: The emergence of Marketing ZFP-JRM as an international journal (since 2011).

The organization of the article follows these stages and, on the one hand, intends to expose the targeting strategies and on the other hand, explains their realization for success. Ultimately, we want to answer the questions of whether the journal Marketing ZFP-JRM is still up to date, whether it still meets a demand. If so, is the journal

Editors in chief / managing editors of Marketing ZFP – JRM since 1979:

Bruno Tietz, 1/1 (1979) to 3/1 (1981)
 Rudolf Gümbel, 3/2 (1981) to 4/4 (1982)
 Erwin Dichtl, 5/1 (1983) to 6/4 (1984)
 Hans Raffée, 7/1 (1985) to 8/4 (1986)
 Werner Kroeber-Riel, 9/1 (1987) to 10/4 (1988)
 Peter Weinberg, 11/1 (1989) to 12/4 (1990)
 Joachim Zentes, 13/1 (1991) to 14/4 (1992)
 Hans Bauer, 15/1 (1993) to 18/4 (1996)
 Hans Mühlbacher, 19/1 (1997) to 22/3 (2000)
 Bernd Stauss, 22/4 (2000) to 26/4 (2004)
 Lutz Hildebrandt, 27/1 (2005) to 28/4 (2006); also JRM 1/1 (2005) to 3/2 (2007)
 Henrik Sattler, 29/1 (2007) to 31/1 (2009); also JRM 4/1 (2008) to 4/2 (2008)
 Andrea Gröppel-Klein, 31/2 (2009) to 33/1 (2011); also JRM 5/1 (2009) to 6/2 (2010)
 Udo Wagner, 33/2 (2011) to 35/3 (2013)
 Heribert Gierl, 35/4 (2013) to 38/1 (2016)
 Bernhard Swoboda, 38/2 (2016) to 41/1 (2019)

In the early days of Marketing ZFP **managing editors** assisted the editor in chief:

Joachim Zentes, 1/1 (1979) to 4/4 (1982)
 Hermann Diller, 5/1 (1983) to 8/4 (1986)
 Peter Weinberg, 9/1 (1987) to 12/4 (1990)

For Marketing JRM **assistant editors** helped the editor in chief:

Dirk Temme, 1/1 (2005) to 3/1 (2007)
 Nadja Silberhorn, 3/2 (2007)
 Rebecca Heuke, 4/1 (2008) to 4/2 (2008)
 Jörg Königstorfer, 5/1 (2009) to 6/2 (2010)

Guest editors (for Special Issues)

Besides the already mentioned managing editors (who also sometimes served as guest editors during the terms of office of another managing editor):

Yasemin Boztuğ (JRM 6/1, 2010)
 Hermann Diller (23/2, 2001; 26/3, 2004)
 Wolfgang Fritz (35/2, 2013)
 Ursula Hansen (28/1, 2006)
 Christian Homburg (25/4, 2003)
 Daniel Klapper (JRM 6/1, 2010)
 Michael Kleinaltenkamp (26/Special on issue service marketing, 2004)
 Dirk Morschett (36/2, 2014)
 Hanna Schramm-Klein (36/2, 2014)
 Hartwig Steffenhagen (6/2, 1984)
 Bernhard Swoboda (36/2, 2014)
 Dirk Temme (JRM 6/1, 2010)
 Rolf Weiber (40/3, 2018)
 Herbert Woratschek (26/ Special on issue service marketing, 2004)

Tab. 1: Editors in chief/managing editors/guest editors of Marketing ZFP-JRM

still well positioned, i.e.: what is the performance of the journal and does it reach the intended audience?

2. The period of the founding editors (1979–1988)

Start-up period

Even a knowledgeable reader may not know that the field of marketing was not established – at German-speaking universities until the 1970s – fifty years ago. As a part of general management, academics taught “retailing” and “sales management” while using textbooks like Gutenberg (1962), Vol. 2 “Der Absatz” (Sales Economics). The comprehensive monography for the field of marketing by Nieschlag, Dichtl and Hörschgen (1971) was also first edited as “Absatz” (Sales Economics), a

textbook for teaching. The Austrian Bidlingmeier published a notable textbook on marketing in 1971 as a paperback, whereas Meffert authored the first edition of his textbook on marketing in 1977. As a pioneer, he claims to have founded the first institute of marketing located at the German university of Münster. He was qualified for his position as a marketing professor; and received research training at the institute for industrial research of Edmund Heinen in Munich. In fact, Ernest Kulhavy established a marketing institute in Austria even earlier, at the Johannes Kepler University in Linz in 1966.

A culture of publication in which specialized research journals play the dominant role existed only rudimentarily. When publishing contributions to the field of marketing/sales, the researcher had to submit to general management journals, e.g. Zeitschrift für betriebswirtschaftliche Forschung (ZfbF), Zeitschrift für Betriebswirt-

schaft (ZfB) and Die Betriebswirtschaft (DBW) [2]. To some extent, classical business economists argued that, as revealed by the upcoming research on consumer behavior and psychological methods in marketing, marketing is not a part of business economics.

The young marketing community within business economics at German-speaking universities realized relatively early on the chance to build a German language-based journal for their own profession. Apparently the acceptance of the new field within management economics and especially the contributions by practitioners played a prominent role in positioning the new journal. The objective to have a dialog and communication function between research and corporate practice was explicitly emphasized conceptually as editorial guideline by the founding editors: Erwin Dichtl, Rudolf Gumbel, Werner Kroeber-Riel, Hans Raffée and Bruno Tietz [3] (see Dichtl et al. 1979). It also becomes a manifest in the title of the journal in the start-up period "Marketing-Zeitschrift für Forschung und Praxis (ZFP) (i.e., Journal for research and practice)." As a guideline, several targets were to be pursued by the published articles:

1. Analyzing and solving of problems in marketing management;
2. Development and application of modern quantitative and qualitative methods in marketing research;
3. Findings and experience exchange between research and practice;
4. Advancement of further development in economy and society by marketing (see Dichtl et al. 1979).

The frame and conditioning that the founding editors used to establish the journal led to a strategy focusing on German-speaking researchers and practitioners. Accordingly, the journal was published exclusively in the German language. Marketing ZFP, however, was open for interdisciplinary articles, this was indicated by rubrics like "News from neighborhood disciplines" or "Forum."

A primary target group of the journal were (and still are) scientists within the German Academic Association for Business Research – VHB e.V., in particular within its Scientific Commission in Marketing. Founded 1970/71 under the name "Commission for Sales Economics," repositioning took place contemporaneously (i.e., about 1980) but the number of members was relatively small at that time. Even considerations existed to tie the membership in the Commission for Sales Economics of the VHB and the subscription of the journal, which in the end could not be realized.

The founding editors' internationalization strategy followed a rather one-sided perspective: on the one hand they expected that the inclusion of international research approaches should be accompanied by an ongoing adaptation to national particularities of the German-speaking community. On the other hand, the transfer of research results into the international scientific community was

not an explicitly stated target in the beginning. Particularly, the majority of the journals in the English-speaking area still existing today were also in the building-up phase during the 1980s. The calendar date of the foundation of the European Marketing Academy (EMAC) appears in that period, as well, but was followed a little later by the establishment of the International Journal of Research in Marketing (IJRM), the major European originated publication medium in marketing – which, however, could be tied to the membership in EMAC and is still an asset for EMAC members.

Conceptual differences in the positioning of the journal

During the start-up period of the Marketing ZFP, it became apparent that the younger members in the Scientific Commission Marketing in VHB regarded the focused orientation of the journal on the German-speaking community in a rather skeptical light. Due to the emerging exchange with American business schools, they complained about the low visibility of German marketing research in the international marketing community, as well as the resulting limited competitiveness in research in the international arena.

In the debate about the image of the German marketing science in the first year of the appearance of Marketing ZFP, it is easy to realize in what kind of cultural environment the journal had to be positioned (see Simon 1979, Böcker 1979 and Dichtl 1980). Here, e. g. Simon (1979), argues in his contribution that (i) there exists almost no personal exchange relations to other European colleagues that (ii) the German marketing science is not visible in international journals, such that (iii) one can find almost no paper published in one of the worldwide leading marketing journals authored by German marketing scientists. Furthermore, he complains that (iv) international conferences are not attended by German professors, which in part may be a matter of existing language problems. As a result, he finally concluded that (v) the German marketing science is not participating in the development of its field, whereas marketing especially generates enormous attention in English-speaking countries.

Dichtl (1980) raised many obvious counter-arguments to the critique of Simon (1979); e. g. the complexity and necessary expenditure of time associated with the review process in American journals. The latter caused problems particularly for young academics on time contracts. In addition, it is very important to realize that during these days, a monography as a performance record for doctoral dissertations and habilitations was still obligatory. In general, the dissertation was the first independent publication of a young academic but its publication in many cases was dependent upon the management style of his/her supervisor. If we assume a several years long research process for the above described certificates of performance, a scientist of German origin in a classic

marketing area would not be competitive in the international community, simply because the research questions tackled might already be outdated.

Besides that, a series of primarily technical barriers were mentioned. Dichtl (1980), in particular, referred to research methodology differences, which he regards as a major barrier for the publication acceptance in international journals. He assumes that the more intensive theoretical foundation and specialization on methodological approaches in international articles necessitate a more focused perspective on detailed and narrowly focused problems (other than what is required in the German community and by practice).

The value of the "working paper" culture of the English-speaking research community, which prevailed most commonly, was also discussed. Working papers were regarded as a guidance system for the exchange of scientific knowledge and innovative approaches. The style within the Anglo-American research community, to exchange research papers and to stimulate a scientific discussion to provoke substantial critique almost did not exist in continental Europe at that time. Instead, there was a culture of closure against colleagues.

On the other hand, it was argued that it is necessary that practitioners also understand research approaches and results in order to find acceptance. As such, Marketing ZFP acted as an intermediary, e. g. to explicate prevalent methods of quantitative research to the targeted readers in an understandable form and to explain their practical benefits to potential users. Here we can identify, possibly, an additional difference between the American and the German research culture. In the U.S., the cooperation between universities and the practitioners is inherently embedded in a systematic exchange with the alumni. In addition, the practitioner orientation of research in the leading universities is also institutionally positioned, for instance, by professional membership of the Marketing Science Institute (see MSI 2018). The participating companies of MSI, together with a board of scientists, are regularly setting priorities for marketing research and provide funds for research projects. On this basis, emerging projects and especially the resulting "working papers" document who actually are the entrepreneurial researchers working in a new area. In addition, these projects supported by practitioners generate the majority of research articles, which are published in the top ranked journals. Researchers in these new areas submitting their working papers to leading periodicals also partly experience which elaborate revision process and which kind of additional analyses were demanded by the editors. Review processes of several years for such "a piece of art" are not uncommon.

This time-consuming process undertaken for a European research project constitutes a key problem because of the time-restricted working contracts of young scientists. In addition, applied research problems analyzed in Europe are quite commonly based on individual contacts with

companies. In the end, young researchers may not be able to take the credit for their work when they strive to publish in international journals. Therefore, a medium like Marketing ZFP, which prints research articles relatively promptly, possesses a great advantage if the standards of quality are met.

Appraisal of the performance of the new journal

The pursued empiric quantitative and interdisciplinary research methodology at the American universities was, especially for many scholars within the European management educated community of the 1970s and before, like a "black box." As such, the establishment of an independent journal was also regarded as a chance for the young academics to publish in the first instance without an elaborate foreign language review process.

The former discussion, however, illustrates that the criticized positioning of the journal as a bridge between research and practice was probably not a wrong choice [4]. It should be noted that the debate about the international visibility started amongst others from the conception of a necessary change in the German research culture (Simon, 1979). Here, obviously a medium should exist that applies similar criteria (peer-review-processes and well-grounded critiques) as it was common in the international research community.

Despite the early critique of Simon (1979) and Böcker (1979), the journal was able to comply with the above-mentioned targets. The journal contributed considerably to a change in the research culture in the field of marketing. It especially encouraged young authors to also submit their contributions to international journals with their elaborate review process, despite not studying in the U.S. or not cooperating with an American colleague. These experiences for a long time were regarded as the most important precondition necessary for the generation of an international top publication.

Based on some indicators, this phase can be evaluated in an absolutely positive way. There were regularly four issues per volume published that contained, on average, 6.2 scientific articles (as well as small contributions such as transfer communications for practitioners). The majority was written in single authorship (on average, 1.3 authors per article). Tab. 2 and 5 show that out of that time, some contributions exist which excel regarding citation – or download frequency – observed over the whole period since 1979. The following articles are positioned in the absolute top ranks: Albers and Eggert (1988); Diller and Kusterer (1984); Hildebrandt (1984); Kroeber-Riel (1984); Langeard (1981); and Meyer and Mattmüller (1987). The report of the (most often translated) title [5] of the articles in the tables is to make it easier for the reader to identify the discussed content. It is shown that the topics addressed are related to marketing classics like "customer closeness," "customer bonding," "relationship management," questions in "service management" or "experience highlighting marketing strategies," as well

as "methodological considerations of the causal analysis". A more content specific investigation about the publications of the first ten years is available in Kleine and Nordhofs (1991).

3. The period of the academic scholars of the founding editors (1989–2004)

Executed strategies

In the initial stage, a managing editor assisted the editor-in-chief. Typically, these persons were employed at the same institution (marketing department), i.e., the editor-in-chief as a full professor, the managing editor as assistant professor (see *Tab. 1*). Given the traditional hierarchy in the German-speaking academic environment, their promotion to full professorship then formally qualified former managing editors to act as editors-in-chief. Nevertheless, they maintained a natural affinity for their respective academic teachers. It was their merit to finally establish Marketing ZFP as a national top journal in marketing. As a proof of evidence for this statement, we mention, for instance, that during these years it was common practice for persons on the academic job market to publish in Marketing ZFP to qualify for a full professorship at a German University. Also, in the then-current rankings, Marketing ZFP was, of course, the best placed German-language academic journal in the field of marketing (e.g. VHB 2003).

The focus on publications in their own mother tongue is not an isolated problem of the German-speaking area. In this respect, in fact, there are strong similarities with other European countries.

In 1986, the journal "Recherche et Applications en Marketing" (RAM), was released in France and RAM accepted papers written exclusively in the French language. Starting in 2007, papers written in English were also welcome. RAM has strong ties with the "association française du marketing". The Spanish journal of marketing – ESIC, formerly called the *Revista Española de Investigación de marketing* – has been published regularly since 1996 with the support of AEMARK (Asociación Española de marketing Académico y Profesional) and ESIC business and marketing school. During the first years, this journal printed papers in the Spanish language exclusively. As recently as 2016, their publication policy switched to English. Italy, the country of origin for the journal "Micro & Macro Marketing", still predominantly accepts articles in the Italian language.

Achieved publication record

There was a strong tendency of Marketing ZFP towards a more academically oriented journal during this period. On average, issue volume remained almost constant (about 75 pages), the number of full articles published per issue decreased to about five and, at the same time, the number of short papers diminished; in return, the av-

erage length of contributions increased. The number of coauthors also increased (on average, 1.7 authors per paper). Such a trend towards scientific cooperation – and thus towards a higher number of coauthors of an article – is a general phenomenon and probably due to the ongoing differentiation in marketing and an increasingly complex mix of research methods.

In celebration of the 25th anniversary of its launch, Leischner (2004) conducted an extensive study about the positioning of the journal and its acceptance by the audience. Her research highlights breadth and width of the marketing topics covered. Looking at the contributions published during the first twenty-five years, a significant proportion of the articles can be attributed to the transfer of methods into scientific research and to arousing practitioners' interest and comprehension. Therefore, a methodological emphasis centers on structural equation models and causal inference, conjoint measurement, multidimensional scaling and forecasting. Furthermore, a large number of articles deal with exploring theoretical concepts and their effectiveness in achieving marketing objectives. Empirical studies investigate all strategically relevant and dominating constructs such as customer satisfaction or customer loyalty. A variety of articles deal with psychometric development of measurement concepts for marketing and especially consumer behavior relevant constructs and their cultural adaptation for a German-speaking population.

However, it is only possible to indirectly reveal to what extent the periodical was able to establish a reputation as a scholarly journal. *Tab. 2* probes into this issue and presents the most frequently cited papers published during the first twenty-five years of Marketing ZFP. Because of the diffusion process with regard to building awareness, prominence and citations of newly released papers, we distinguish between older and more recent publications. [6] Looking at *Tab. 2*, the high citation frequencies of top ranked papers (for example, Homburg and Giering 1996; and Homburg and Baumgartner 1995) attract attention. Furthermore, it becomes obvious that the journal particularly facilitated a broader segment of readers interested in marketing issues accessing methodological skills. This indicates the important transfer function of the journal. Presumably, theory deficits have been reduced and awareness of important concepts for explaining marketing-relevant phenomena has been increased. Finally, the journal has substantially amplified knowledge of the impact of marketing activities in a social context and its need for a productive cooperation between manufacturers, retailers and customers. Taken together, Marketing ZFP has met many of the objectives mentioned above (see Section 2).

Citations	Author(s)	(Translated) title of article
1763	Homburg/Giering (1996)	Conceptualization and operationalization of complex constructs. A guide to marketing research
1038	Homburg/Baumgartner (1995)	Fit assessment of causal models. Alternative measures and application recommendations
651	Diller (1996)	Definition, measurement and types of customer loyalty
600	Diller/Kusterer (1988)	Relationship management – Theoretical foundations and exploratory findings
490	Hildebrandt (1984)	Causal analytical validation in marketing research
481	Stauss (1999)	Customer satisfaction
441	Meyer/Mattmüller (1987)	Service quality of services. Designing a practice-oriented model of quality
354	Bliemel/Eggert (1998)	Customer loyalty – the new target strategy?
308	Bailom/Hinterhuber/Matzler/Sauerwein (1996)	The Kano model of customer satisfaction
285	Fritz (1990)	Marketing – a key factor of business success? A critical analysis against the background of empirical success factor research
277	Tomczak (1992)	Research methods in marketing science. A plea for the qualitative research approach
226	Burmman (1991)	Consumer satisfaction as the determinant of brand and retailer loyalty. An example from the automobile industry
225	Stauss/Schulze (1990)	Internal marketing
221	Hentschel (1990)	Measurement of perceived service quality with SERVQUAL. A critical examination
220	Link/Hildebrand (1994)	Database marketing and computer aided selling. Performance potential, differences, and synergy effects
219	Kaas/Busch (1996)	Search, experience and credence qualities of products. Theoretical concepts and empirical validation
216	Schade/Schott (1993)	Contractual goods in marketing
187	Engelhardt/Freiling (1995)	Temporary integration of customers' resources into suppliers' value performance as a bridge between individual transactions and business relationship
179	Albers/Peters (1997)	The value chain of retailing in the age of electronic commerce
158	Deimel (1989)	Concept of involvement and applications in marketing
153	Zanger/Sistenich (1996)	Event marketing. State-of-the-art and selected theoretical approaches to explain an innovative communication instrument
150	Albers/Eggert (1988)	Customer focus: Strategy or buzzword?
141	Lingenfelder/Schneider (1991)	Customer satisfaction. Meaning, measuring approach and empirical findings
121	Balderjahn (1994)	Application of conjoint analysis for determining price response functions
118	Hansen/Jeschke (1992)	After sales marketing. A new trend in consumer goods marketing?
117	Weiber/Rosendahl (1997)	Problems when applying conjoint analysis. The suitability of conjoint analytic approaches to illustrate real-world decision-making processes
117	Langeard (1981)	Principles of service marketing
116	Voeth/Hahn (1998)	Limit conjoint analysis
107	Schröder (1994)	Success factor research for trade. State-of-the-art and critical assessment of the results
104	Plinke (1991)	Industrial marketing management
101	Meffert/Heinemann (1990)	Operationalization of image transfers. Trying to limit the risk of image transfers by means of similarity judgements
101	Hansen/Jeschke/Schöber (1995)	Complaint management – The development of a customer-oriented corporate strategy in the consumer goods sector

Tab. 2: Articles (published in Marketing ZFP before 2005) with at least 100 citations (citations up to retrieval date July 19th, 2018, as observed by Google Scholar).

4. The period of relaunch and internationalization (2005–2010)

Executed strategies

After the turn of the millennium, publication and career conditions for young researchers changed fundamentally. On the one hand, many universities in Business and Economics (following Bologna declarations) started to accept dissertations and habilitations written in the English language. On the other hand, empirical research published in international journals received higher recognition. The form of the thesis as a collection of several papers prevailed. This development was also accompanied by the increasing facilities of digital access to interna-

tional research media. Unfortunately, the effects of digitalizing academic literature are inevitably linked to a reduction of traditionally printed editions. Use of library databases and austerity measures of public libraries also contributed to such downsizing.

Consequently, the editors of Marketing ZFP decided to relaunch their journal by increasingly targeting the international scientific marketing community. As a sister medium, they launched the journal "Marketing – Journal of Research and Management (JRM)" in 2005. In addition to the four annual issues of Marketing ZFP, Marketing JRM published two issues containing articles in English only. Furthermore, an editorial board composed of highly reputed international scholars was established and an in-

ternationally based peer review process was implemented. Thus, the journal began competing with international periodicals in receiving submissions of relevant and rigorous research from all over the world. At the same time, however, editors-in-chief tried to serve the needs of current subscribers from German-speaking countries by still publishing four issues of Marketing ZFP per year (see Hildebrandt 2005).

Achieved publication record

The evidence indicates that Marketing ZFP advanced favorably and that marketing academia well accepted Marketing JRM. Changes regarding the above statistical key figures continued: the number of articles published per issue decreased to approximately 4.2, short research notes almost disappeared; the size of an average issue declined slightly (to approximately 66 pages), the number of coauthors increased further (on average there were 2.3 authors per article); in this regard, there were only a few differences between Marketing ZFP and Marketing JRM. In analogy to *Tab. 2*, we created *Tab. 3* for papers published during this period. Due to their shorter availability, we reduced the threshold to 50 citations. Nevertheless, the size of *Tab. 3* is much smaller than that of *Tab. 2*, because one must also account for the number of published papers in addition to the temporal component (323 between 1979 and 2004 vs. 150 between 2005 and 2010). Concerning content, we find a similar mix as in *Tab. 2* between articles dealing primarily with methodical issues or focusing predominantly on concrete marketing matters. It is striking that – at least according to this as-

essment – essays from JRM perform somewhat better: while their share in the population is 36 %, it is 43 % within the most frequently cited papers.

Looking at citations, we have not considered their origin so far. When checking for the achievements accomplished by the internationalization strategy, however, citations of non-German-speaking sources are of particular interest. They signal the penetration of the journal in the international academic community. For this reason, we perform an exploratory analysis of the evolution of the average number of citations per paper and issue. In addition, we distinguish between the total number of citations and the number of citations in non-German language literature (cf. *Fig. 1*). As observation period, we chose the last 20 years. Please consider the limited availability of data from the most recent past because of a lack of awareness of currently published papers. An assessment of *Fig. 1* shows both pronounced fluctuations concerning citations, as well as – not surprisingly – a significant downward trend: recently published papers are generally not able to generate a high number of citations because of their short availability. In the period between 2005 and 2010, you can see more observations per year than in other years (publication of six issues instead of the usual four). A visual inspection for this period shows an increase in citations from non-German language literature.

Regression analyses now test whether these patterns can also be identified econometrically; the two (logarithmic) citation time series serve as dependent variables – time as well as a dummy identifying citations associated with

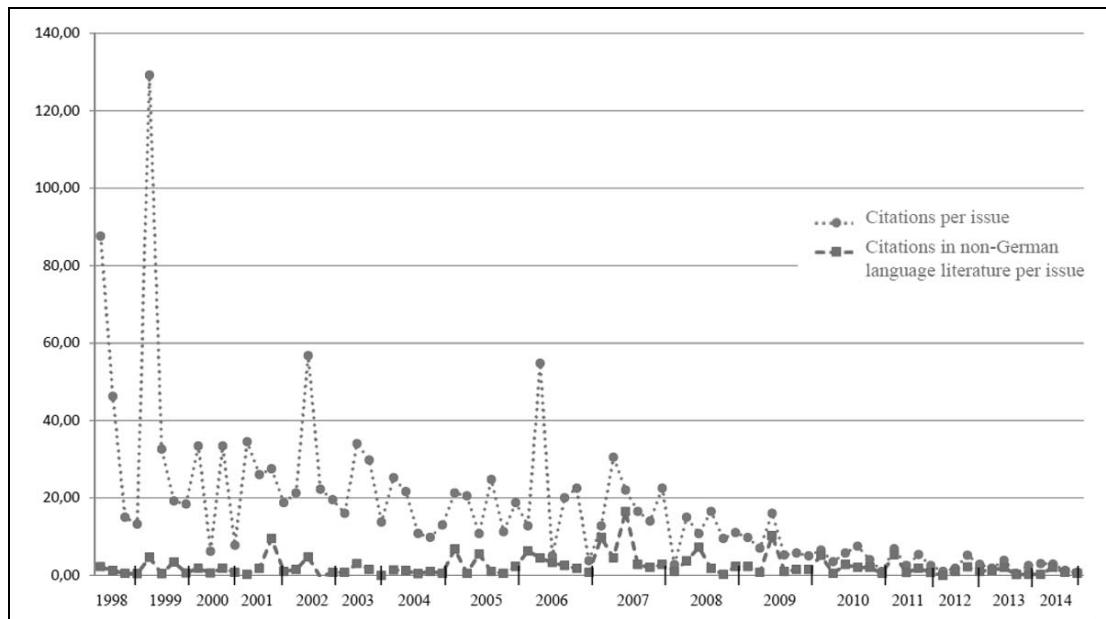
Citations	Author(s)	(Translated) title of article
180	Scholderer/Balderjahn (2006)	What are the real differences between hard and soft approaches to structural equation modeling? An attempt to clarify the LISREL-PLS issue
71	Kenning/Plassmann/Ahlert (2007)	Consumer neuroscience – Implications of neuroscience research for marketing
66	Verhoef/Van Doorn/Dorotic (2007)	Customer Value Management: An Overview and Research Agenda
59	Einwiller/Herrmann/Ingenhoff (2005)	Trust through reputation – Basic model and empirical findings in E-Commerce
54	Swoboda/Zentes/Elsner (2009)	Internationalization of Retail Firms: State of the Art after 20 Years of Research
51	Völckner/Sattler (2005)	Separating Negative and Positive Effects of Price with Choice-Based Conjoint Analyses
50	Temme (2006)	Specification and identification of covariance structure models for formative constructs in marketing research

Tab. 3: Articles (published in Marketing ZFP-JRM after 2005) with at least 50 citations (citations up to retrieval date July 19th, 2018, as observed by Google Scholar).

Dependent variable*	Citations per issue		Citations in non-German language literature per issue	
Independent variables	Standardized regression coefficients	p-value	Standardized regression coefficients	p-value
Time	-.80	<.01	-.10	.31
JRM-dummy	.06	.43	.54	<.01
R ²	.64		.29	
F	68.26	<.01	15.42	<.01

* Due to the large fluctuations in the number of citations and the potentially emerging corresponding heteroscedasticity, the results of the regression analysis refer to the logarithm of the dependent variables.

Tab. 4: Influence of the launch of Marketing JRM on the average citation frequency



Legend: In 2004, there was a special issue; between 2005 and 2010 Marketing JRM was also published. Therefore, yearly intervals on the horizontal axis are not equidistant.

Reading example: Papers published in the first issue of 1999 achieved approximately 130 citations on average.

Fig. 1: (Average) citations per paper and issue according to Google Scholar from 1998 to 2014.

papers from Marketing JRM are regressor variables. Tab. 4 presents the results. While the downward trend ($\beta_t = -.80$) is statistically significant for the (overall) citations and the JRM dummy ($\beta_D = .06$) has no significant influence, an inverted picture emerges for the citations from non-German language literature; papers published in Marketing JRM are cited significantly more often ($\beta_D = .54$) and the downward trend ($\beta_t = -.10$) is not significant in this case. To put it differently, this implies that the new journal succeeded in generating an increased international attention. These results confirm the success of the internationalization strategy; however, we concede the exploratory nature of this analysis.

5. The emergence of Marketing ZFP-JRM as an international journal (since 2011)

Executed strategies

The above shown tendencies towards the globalization of the academic marketing scene, as well as the de facto definition of English as "lingua franca" for marketing research continued in the current decade or even intensified. As a result, authors – and, in particular, young scholars – wrote their papers in the English language more and more frequently. Therefore, the editors decided to accept submissions both in English and in the German language. Furthermore, distinguishing between the two media (Marketing ZFP and Marketing JRM) seemed no longer to be necessary. It would be wrong to conclude that the launch of marketing JRM was a failure; rather, Marketing JRM decisively initialized an adaptation behavior with regard to the language of publication for many German-speaking marketing scholars. In addition, JRM increased

the international visibility of the journal. In the meantime, 90 % of the articles are written in English (according to the contributions in the most recent eight issues).

Indeed, the transition to the English language hampered the prosperous development of the journal and simultaneous turbulences occurred within the market of academic German business administration journals. Well-established periodicals such as *DBW* or *der markt* were withdrawn by their respective publishers; however, some magazines tried to launch English-language extensions, while still other competitors entered the market by offering exclusively electronic formats. As a result, competition between journals for high quality papers intensified. At the same time, a new trend emerged which enticed authors to first try to place their articles in highly ranked international journals. Taken together, editors-in-chief of other, not top ranked non-American journals faced a decline in the number of submitted manuscripts. Publishing special issues of topical themes in the English language was a successful counter measure of Marketing ZFP-JRM. Thereby, the motivation of scientists to submit interesting contributions could be maintained. This step was also recommended by some analyses of the market for German academic marketing journals.

In a new version of their bibliometric study of national and international periodicals in the field of marketing, Voeth and Herbst (2016) found that mainly journals from German-speaking countries face the threat of being downgraded when new journal rankings are published. Voeth and Herbst (2016) identify the reasons for this development and recommend, inter alia, to widen the distribution of the journals, so that visibility or the electronic accessibility of the papers published in these media is secured globally.

Down-loads	Author(s)	(Translated) title of article
452	Homburg/Giering (1996)	Conceptualization and operationalization of complex constructs. A guide to marketing research
354	Diller (1996)	Definition, measurement and types of customer loyalty
317	Götze (2011)	Understanding Chinese Consumer Behaviour Towards New Products
275	Bailom/Hinterhuber/ Matzler/Sauerwein (1996)	The Kano model of customer satisfaction
206	Palupski (1995)	Virtual reality and marketing
186	Stauss (1999)	Customer satisfaction
172	Bauer/von Wallpach/ Hemetsberger (2011)	"My Little Luxury" – A Consumer-Centered, Experiential View
159	Bliemel/Eggert (1998)	Customer loyalty – the new target strategy?
133	Raffelt/Littich/Meyer (2011)	Architectural branding as brand communication: Does it contribute to employees' brand commitment?
106	Stauss (1994)	Total Quality Management and Marketing
102	Öberseder/Schlegelmilch (2010)	Ethics in marketing: Topics, developments and research perspectives
93	Meyer/Mattmüller (1987)	Service quality. Designing a practice-oriented quality model
91	Kroeber-Riel (1984)	Central problems in saturated markets – Marketing strategies emphasizing consumer experiences as a means to overcome interchangeable products and interchangeable advertising
83	Eggert/Helm/Garnefeld (2007)	Customer loyalty through recommendation? An experimental investigation of the effect of positive referrals on the sender's loyalty
78	Oloko/Balderjahn (2011)	On the Moral Value of Cause Related Marketing
75	Diehl/Terlutter (2006)	The impact of media on the evaluation of emotional advertising – Do emotional internet advertisements evoke similar reactions than emotional print advertisements? An international comparison in two countries
75	Huber/Matthes (2007)	Sponsorship effect on attitude and purchase intent – Theory and results of an empirical study
74	Hentschel (1990)	Measurement of perceived service quality with SERVQUAL. A critical examination
73	Heiman/Lowengart (2011)	The calorie dilemma: Leaner and larger, or tastier yet smaller meals? Calorie consumption and willingness to trade food quantity for food taste in fast food products
72	Esch/Möll/Elger/Eiger/ Neuhaus/Weber (2008)	Effect of brand emotion: Neuromarketing as new behavioral-scientific approach
72	Homburg/Baumgartner (1995)	Fit assessment of causal models. Alternative measures and application recommendations
70	Eggert (2000)	Conceptualization and operationalization of the loyalty concept from the customer's perspective
70	Hippner (2005)	(R)Evolution of Customer Relationship Management
70	Srnka (2007)	Integration of qualitative and quantitative research methods – The use of combined research designs as a way to enhance the theory development in marketing research as a business administration discipline
64	Diller/Kusterer (1988)	Relationship management – Theoretical foundations and exploratory findings
63	Bauer/Sauer/Becker (2003)	Risk perception and purchase behavior in the internet
61	Homburg/Koschate (2004)	How do customers respond to price increases? A study on the role of perceived fairness of the price increase and customer satisfaction
60	Einwiller/Herrmann/ Ingenhoff (2005)	Trust through reputation – Basic model and empirical findings in E-Commerce

Tab. 5: Articles (published in Marketing ZFP-JRM) with at least 60 Downloads during the period of October 1st, 2016 until September 30th, 2017 as observed by JSTOR.

The current editor-in-chief put a lot of effort precisely in this direction. Teaming up with the publisher, he intensively strived for making Marketing ZFP-JRM more easily accessible by means of electronic media.

(i) Firstly, he has developed a new journal's Web page, which now uses the English language only. Furthermore, he included new formal and ethical guidelines for submissions and standardized documents for review, reply and acceptance processes. The publisher digitized all issues which have already been published. This makes it possible for subscribers (with home or campus license) to access electronically all volumes of the journal since 1989.

(ii) The publisher agreed to release four papers per year as "open access" (especially reviews on important methodology in marketing and management research initiated by the current editor-in-chief) and supplies the largest literature databases, such as Google Scholar, JSTOR, EBSCO etc. with the metadata of all articles and some even with full text versions. Interested readers can access these data depending on their contracts with the providing facilities. In JSTOR, for example, all full text versions since 1979 are available with a moving wall of three years only, which is much shorter than for other periodicals. This means that currently everything up to and including volume 36 (2014) is retrievable.

- (iii) Starting with the beginning of next year, Marketing ZFP-JRM was accepted for indexing in SCOPUS, which will also lead to a significant increase in international visibility. [7]

The review process for Marketing ZFP-JRM follows well-accepted international standards. Currently, submitting authors are informed of definite revision or rejection of their manuscript within a maximum of one month. An acceptance decision is made in at most two rounds and a revision and a resubmission take place within a maximum of 90 days. Short "turn around" times assure a prompt publication. The previously established working paper culture is now, therefore, obsolete. This is an important aspect, particularly when considering the fierce competition for being a pioneer on a certain topic.

Achieved publication record

In the period from 2011 to present, the journal regularly released four issues a year, each with about 73 pages and on average 4.7 articles per issue; the average number of authors per paper rose again slightly. Insightful citation analysis is not feasible for this period. The availability of Marketing ZFP-JRM in JSTOR since 2016, however, allows an investigation of the usage behavior of readers. *Tab. 5* shows papers which were most frequently downloaded from JSTOR. Most importantly, we point to the quite high demand for articles published in this journal. With respect to content on the one side, there is an overlap with the most frequently cited papers according to *Tab. 2* and *3* (Bailom et al. 1996; Bliemel and Eggert 1998; Diller 1996; Diller and Kusterer 1988; Einwiller et. al. 2005; Homburg and Baumgartner 1995; Homburg and Giering 1996; Meyer and Mattmüller 1987). On the other side, *Tab. 5* includes quite recent articles that obviously address very current topics (e.g., Götze 2011) or "classic papers" that are still relevant today (such as Kroeber-Riel 1984).

6. A note of thanks to all stakeholders of Marketing ZFP-JRM

The preceding sections attempted to provide fact-based evidence of the positive evaluation of the present condition of Marketing ZFP-JRM. At this point, it is important to emphasize that a large number of people have contributed to this success, most of them out of commitment for the subject marketing or out of idealism. We want to explicitly thank the following persons:

- The importance of the editors-in-chief as well as the managing editors for the success of this journal has already been pointed out several times; they are spearheading this list of thanks.
- Guest editors and "Assistant editors" supported their work significantly (see *Tab. 1*).

- Members of the "Editorial Board" took the main burden of quality assurance [8] because normally they acted as reviewers. Explicitly mentioning all their names would expand this contribution considerably and, therefore, we refer to the first page of this issue with the list of the current editorial board members.
- In addition to this group of people, other ad-hoc reviewers also acted as a guarantor for the quality of the publications. The implementation of a "double blind" peer review process is only possible with their help. As Marketing ZFP-JRM set the goal to achieve as short as possible "turn around" [9] times for the peer review process, the reviewer must submit their reports, criticisms and suggestions always quite promptly. It is common practice for the editor-in-chief to pay tribute to last year's ad-hoc reviewers in Issue 1 of a new volume because they must remain anonymous. All of them are thanked again once more here.
- A journal can only succeed if interesting and high-quality manuscripts are submitted. This is ensured by the authors. In recognition of these commitments, especially if they occurred several times, *Tab. 6* presents scholars who have published more than four research articles in Marketing ZFP-JRM over the years. We combine this with an invitation to all for even more submissions.
- Cooperation with the publishing house C.H.BECK has proved fruitful over the last 40 years. We thank our partners and want to express our hope that the pursued opening of their business model towards a more

Author	Number of papers
Heribert Gierl	25
Hermann Diller	22
Hans H. Bauer	14
Franz-Rudolph Esch	13
Udo Wagner	12
Erwin Dichtl	11
Manfred Bruhn	9
Hans Mühlbacher	9
Bruno Tietz	9
Heribert Meffert	8
Joachim Zentes	8
Andreas Herrmann	7
Frank Huber	7
Hans Raffée	7
Peter Weinberg	7
Peter Wiedmann	7
Andrea Gröppel-Klein	6
Bernhard Swoboda	6
Christoph Burmann	5
Ursula Hansen	5
Christian Homburg	5
Harald Hruschka	5
Daniel Klapper	5
Werner Kroeber-Riel	5
Günter Silberer	5
Michael Thiel	5
Gianfranco Walsh	5

Tab. 6: Authors who have published more than four articles in Marketing ZFP-JRM

intensive involvement of electronic access media in recent years will be further expanded.

- Finally, of course, we thank our readers for their continuous interest and hope they will maintain their positive attitude towards Marketing ZFP-JRM in the future!

Notes

- [1] We conducted bibliometric analysis very carefully, but unfortunately cannot completely exclude potential errors. In particular, it was sometimes very difficult to distinguish between the different rubrics that existed up to 2012 (research articles, teaching communications, news from neighboring disciplines, research information, literature, forum, marketing notes, etc.). Basically, we have included contributions only as a research paper, when it reached a certain number of pages and a certain level of sophistication (for example, by this guideline, pure conference reports did not count).
- [2] Starting 1954, the market research company GfK published periodicals on consumer behavior related issues ("Jahrbuch der Absatz- und Verbrauchsforschung") which might be regarded as a more focused publication medium.
- [3] These scholars alternately served as editors-in-chief between 1979 and 1988, which is the reason for our definition of phase I of the journal (see *Tab. 1*).
- [4] We point to the fact that quite some of the most frequently cited or downloaded papers of *Tab. 2*, *3* or *5* were not classified as research articles but under other rubrics which emphasizes Marketing ZFP-JRM's communication function between theory and practice.
- [5] In most cases, the printed versions of the articles do not show an English title. In some cases we did not literally translate the German title but rather tried to make the English version more self-explanatory for the tackled content.
- [6] Admittedly, setting the cut off threshold to at least 100 citations in order to be considered in *Tab. 2* inherently implies some arbitrariness, especially as these numbers can increase continuously. In addition, unfortunately potential inaccuracies due to the inconsistent recording of research papers in different data bases cannot be completely ruled out.
- [7] The current editorial contains further relevant information.
- [8] During the time frame that the authors oversee more closely (i.e. since 2005), the acceptance rate of submissions at Marketing ZFP-JRM always remained below 50%.
- [9] All editors-in-chief in recent years succeeded to keep this "turn around" below one month and made a final decision on the acceptance or rejection of the submission after a maximum of two rounds of review.

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Keywords

Development of a new publication culture in the German-speaking world.