

# The review process: an editorial perspective

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Editor-in-Chief  
Australasian Marketing Journal

ANZMAC Doctoral Colloquium Series  
20 May 2022

# which **journals?**

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# Australasian Marketing Journal





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## About this journal

*Australasian Marketing Journal (AMJ)* is the official journal of the Australian and New Zealand Marketing Academy (ANZMAC). It is a peer reviewed, academic journal for the dissemination of leading studies in **marketing**, for researchers, students, educators, scholars, and practitioners.

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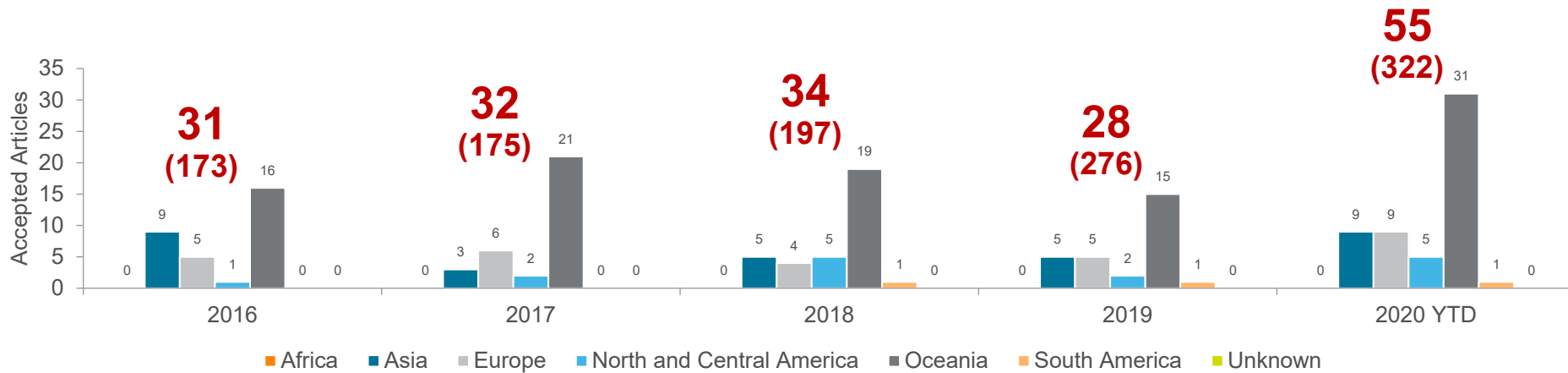


“to further enhance the popularity and prestige of AMJ inside and outside the Asia-Pacific Region”





## Accepted Articles



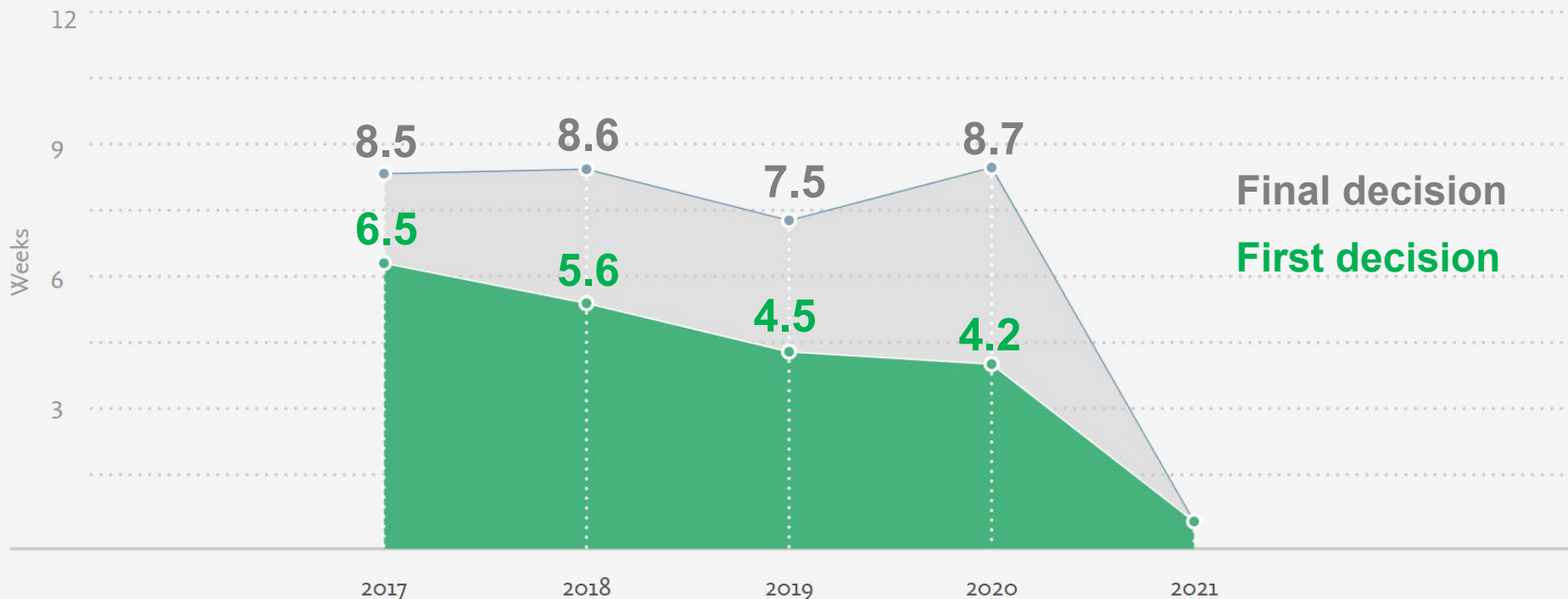
in 2021: **39** (331, 11.78%)

# AMJ Editorial Speed

Australasian Marketing Journal (AMJ) > Review Speed

## Review Speed

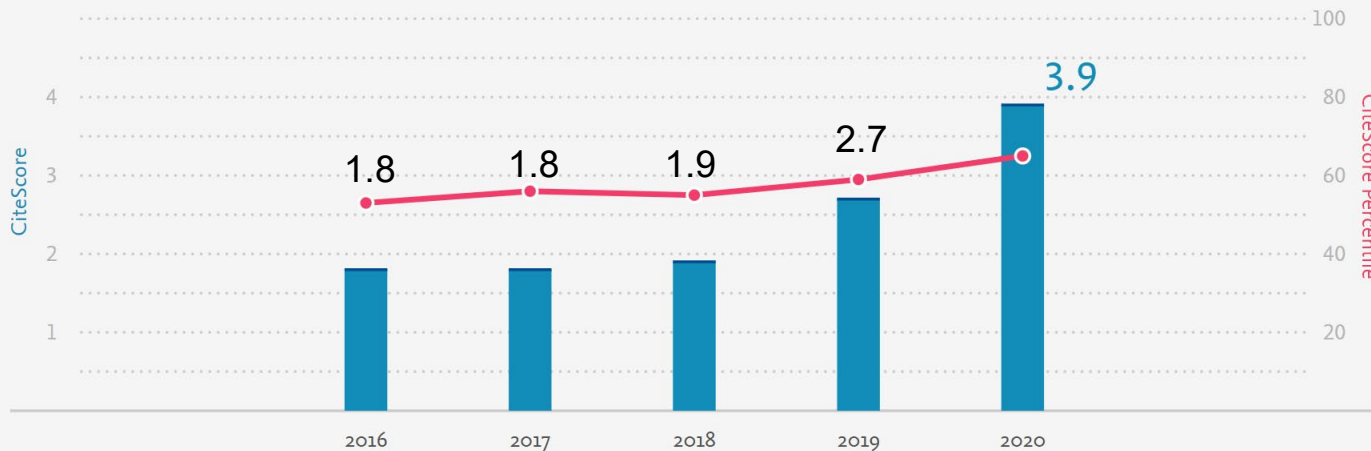
The current **time to first decision** is 0.6 weeks



## AMJ is now ranked A in the current ABDC Ranking

Australasian Marketing Journal (AMJ) > CiteScore

### CiteScore



CiteScore 2020  
**3.9**

SJR 2020  
**0.647**

SNIP 2020  
**1.296**

CiteScore 2020

$$3.9 = \frac{598 \text{ Citations 2017 - 2020}}{155 \text{ Documents 2017 - 2020}}$$

Calculated on 05 May, 2021

CiteScoreTracker 2021

$$6.6 = \frac{1,012 \text{ Citations to date}}{153 \text{ Documents to date}}$$

Last updated on 06 April, 2022 • Updated monthly

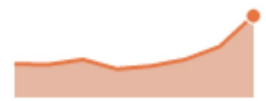
**Australasian Marketing Journal**

**Q1**

Economics and Econometrics

best quartile

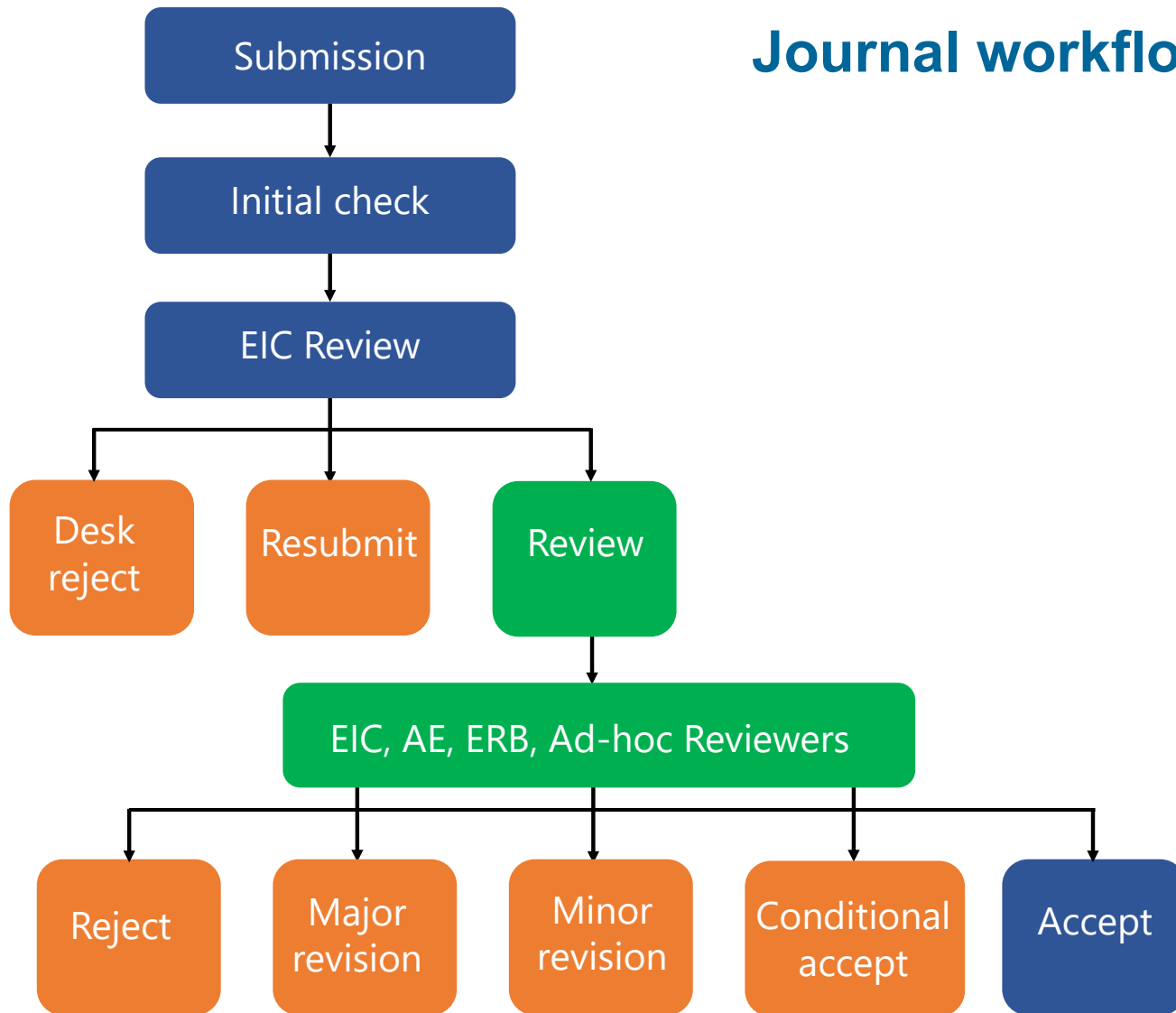
**SJR 2021**  
**1.07**



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# Journal workflow



## Invitation to Review for AMJ

date-month-year

Dear Reviewer,

Manuscript ID AMJ-22-0XY entitled "Invitation to review for AMJ" has been submitted to Australasian Marketing Journal.

...

Australasian Marketing Journal is committed to ensuring that the peer-review process is as robust and ethical as possible. The Committee on Publication Ethics (COPE) guidelines regarding peer review can be found at the following link. Please read the guidelines before accepting or declining my invitation.

[http://publicationethics.org/files/Ethical\\_guidelines\\_for\\_peer\\_reviewers\\_0.pdf](http://publicationethics.org/files/Ethical_guidelines_for_peer_reviewers_0.pdf).

...

I realise that our expert reviewers greatly contribute to the high standards of the Journal, and I thank you for your present and/or future participation.

Sincerely,  
Editor, Australasian Marketing Journal

- What is the main message?
- Who care?
- Is the message valid?
- Will they change their behaviors?



- **Relevance**
- **Rigor**

**NEW INSIGHTS = PHENOMENON**

**+ RELEVANCE** (theoretical + practical)

**+ RIGOR** (theoretical + methodological)

## AUTHOR(S)

### MANUSCRIPT

- Introduction
- Theory development
- Methods
- Findings
- Implications

### JOURNAL'S EDITORS



## REVIEWERS

### PHENOMENON

Criteria to evaluate:

- Novel
- Actionable

Content to look at:

- What do we know
- What don't we know
- What we will learn

► Suggest improvements

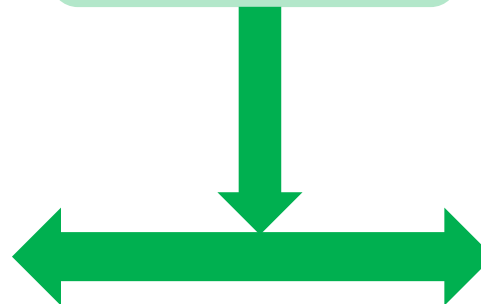


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## REVIEWERS

### RELEVANCE

#### *Theoretical relevance*

- Common ground
- Challenges/gaps
- Course of action

#### *Practical relevance*

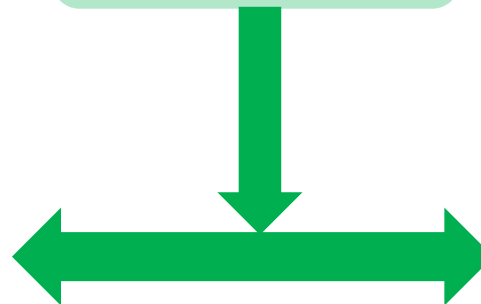
- Operational variables
- Outcome variables
- ▶ Suggest improvements

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## REVIEWERS

### RIGOR

#### *Theoretical rigor*

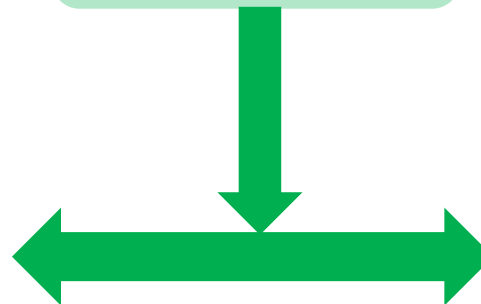
- Precision and clarity of the conceptualization of focal variables
- Conceptual logic explaining why the focal variables are related as proposed
- Engaging prior studies
- ▶ Suggest improvements

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- Methods
- Findings
- Implications

### JOURNAL'S EDITORS



## REVIEWERS

### RIGOR

#### *Methodological rigor*

#### Appropriateness

- research design
- measurement issues
- sample, characteristics, representativeness
- analytical methods

#### Completeness and clarity

- reporting of results

#### Reliability and validity

- ▶ Suggest improvements



## Rational knowledge

- Abstract
- Relative
- Approximate
- Incomplete

**ARE YOU READY?**





# THANK YOU