



Publishing in business journals: an editorial view

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Editor-in-Chief
Australasian Marketing Journal

Van Lang University
28 February 2023



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Australasian Marketing Journal



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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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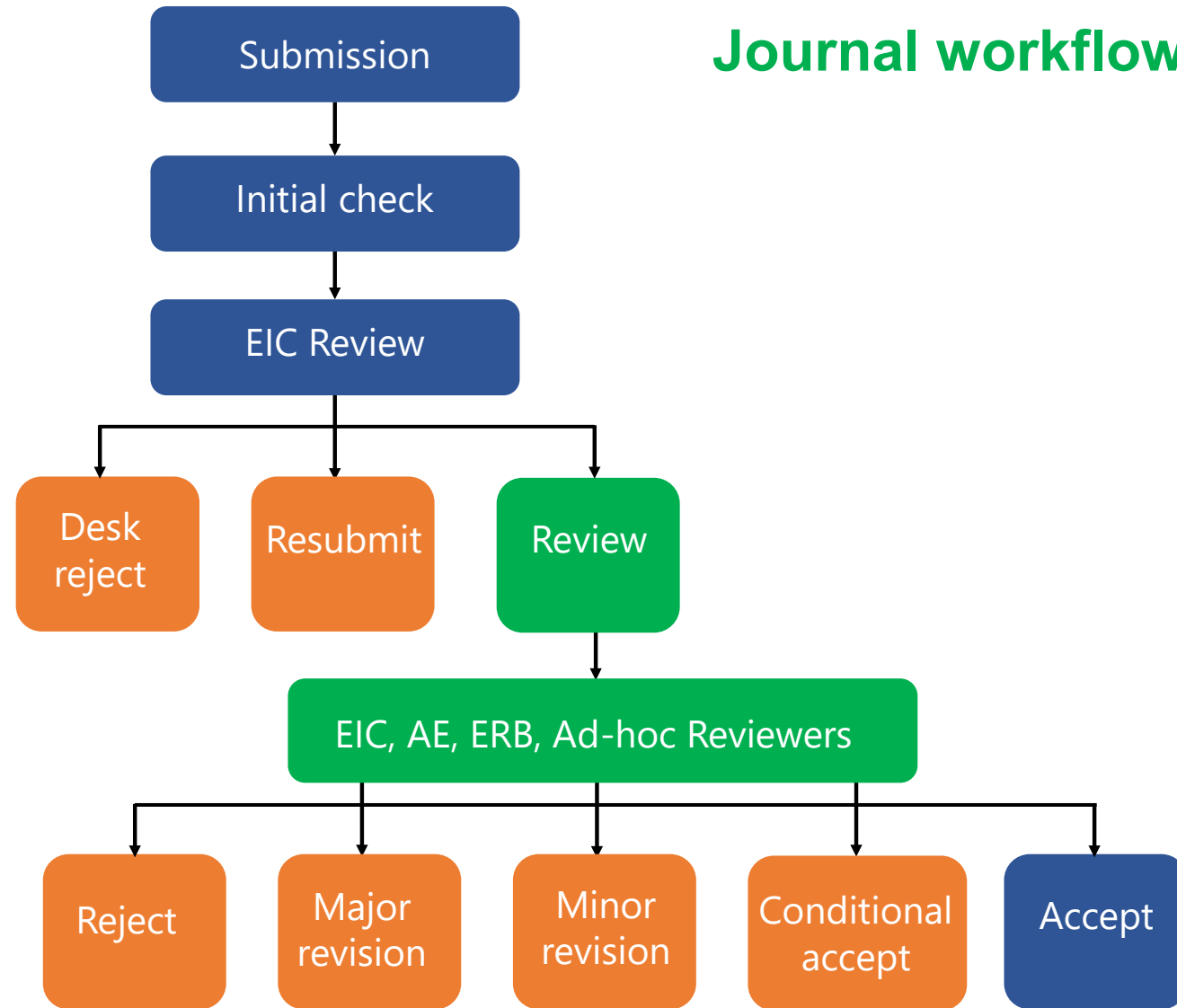
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Journal workflow



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date-month-year

Dear Reviewer,

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

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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

Editors' view

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



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

NEW INSIGHTS = PHENOMENON

+ **RELEVANCE** (theoretical + practical)

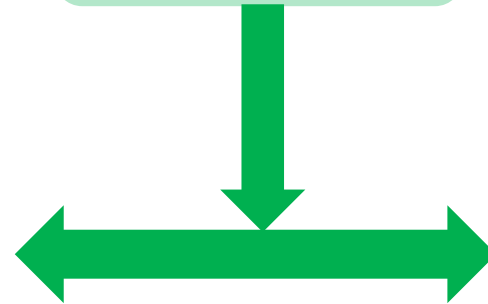
+ **RIGOR** (theoretical + methodological)

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

Number of publications

Many

Developing

- Complicated
- Antecedents and consequences

e.g. IMM (2009)

Mature

- More complicated
- Moderation, mediations, moderated mediations

e.g. JPIM (2012)

Few

Newly developed

- Exploratory
- Conceptual
- Scale development

e.g. BJM (2011)

Decline

- Replication
- Meta analysis

e.g. APJML (2012)

Shallow

Deep

Knowledge

Examining the Firm's Value Creation Process: A Managerial Perspective of the Firm's Value Offering Strategy and Performance

Aron O'Cass and Liem Viet Ngo¹

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The primary pursuit of any business is to understand what customers value and to create that value for them. While customers are the final arbiter of value, it is the firm's role to explore, interpret and deliver value based on what they believe customers are seeking. Based on this premise we adopt the firm's perspective on value creation to extend both Bowman and Ambrosini's theoretical framework and the work of DeSarbo, Jedidi and Sinha and focus on two issues. The first is the strategic emphasis firms place on the design and delivery of their value offering. The second is the extent the firm's value offering explains performance differentials at the customer-centric performance level. We present a conceptual model of how firms gain positional advantage via their value offering and the realized outcomes they achieve. We present two approaches to modelling the firm's value offering (type II and type IV models) and articulate the theoretical underpinnings and results for these models. Our results validate the conceptualization of the firm's value offering and suggest that creating superior value offerings enables firms to achieve superiority in customer-centric performance.

Newly developed

BJM (2011)

■ Research question

how do firms design and deliver their value offerings at the point of proposition?

■ Key findings

provides a template, in which firm allocates resources to

○ performance value, pricing value

(what can we do for you)

○ relationship building value and co-creation value

(what can we do with you)

Developing

IMM (2009)

- **Research question**

how do operant resource-based capabilities create the firms' value offering for customers?

- **Key findings**

innovation-based capabilities create highest level of value offering, followed by marketing- and production-based capabilities



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**INDUSTRIAL
MARKETING
MANAGEMENT**

Creating value offerings via operant resource-based capabilities

Liem Viet Ngo¹, Aron O’Cass*

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Received 12 October 2006; received in revised form 1 November 2007; accepted 12 November 2007

Available online 10 January 2008

Abstract

There is growing recognition that leveraging firm resources appears to be an essential precondition for securing a competitive position in the marketplace and also for creating value for the customer. In moving forward within the new dominant logic as espoused by Vargo and Lusch, with its focus on operant resources, this research empirically examines the role of operant resource-based capabilities as antecedents to a firm’s value offering. The findings show that firms seeking to create a superior value offering for customers should invest in and nurture operant resource-based capabilities. The heterogeneity of operant resource-based capabilities helps explain value offering differentials in which firms that emphasize strongly innovation-based capability as a dominant operant resource-based capability appear to create a superior value offering compared to those emphasizing marketing-based capability, while firms that focus strongly on production-based capability create little for the customer in value offering.

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Keywords: Behavioural orientations; Operant resource-based capabilities; Value offering

Mature

JPIM (2012)

■ Research question

how do know-what knowledge (MO) complement with know-how deployment processes (innovation and marketing) to achieve superior firm performance?

■ Key findings

- for superior CRP, priority is given not only to IC and MC but also to their complementarity.
- for superior IRP, greater attention is given IC than MC, their complementarity is not critical

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In Search of Innovation and Customer-related Performance Superiority: The Role of Market Orientation, Marketing Capability, and Innovation Capability Interactions

Liem Viet Ngo and Aron O’Cass

Understanding the mechanisms through which firms realize the value of their market-based knowledge resources such as market orientation is a central interest of innovation scholars and practitioners. The current study contends that realizing the performance impact of market orientation depends on know-how deployment processes and their complementarities in functional areas such as marketing and innovation that co-align with market orientation. More specifically, this study addresses two research questions: (1) to what extent can market orientation be transformed into customer- and innovation-related performance outcomes via marketing and innovation capabilities; and (2) does the complementarity between marketing capability and innovation capability enhance customer- and innovation-related performance outcomes? Drawing upon the resource-based view and capability theory of the firm, a model is developed that integrates market orientation, marketing capability, innovation capability, and customer- and innovation-related performance. The validity of the model is tested based on a sample of 163 manufacturing and services firms. In answer to the first research question, the findings show that market orientation significantly contributes to customer- and innovation-related performance outcomes via marketing and innovation capabilities. This finding is important in that market-based knowledge resources should be configured with the deployment of marketing and innovation capabilities to ensure better performance. In answer to the second research question, the findings indicate that market orientation works through the complementarity between marketing and innovation capabilities to influence customer-related performance but not innovation-related performance. Managers are advised to have a balanced approach to managing the deployment of capabilities. If they seek to achieve superiority in customer-related performance, marketing capability, innovation capability, and their complementarity are essential for attracting, satisfying, building relationships with, and retaining customers. On the other hand, this complementarity would be considerably less important if firms placed greater emphasis on achieving superiority in innovation-related performance. In contrast to many existing studies, this study is the first to model the roles of both innovation capability and marketing capability in mediating the relationship between market orientation and specific performance outcomes (i.e., innovation- and customer-related outcomes).

Decline

APJML (2012)

- **Research question**

how do individual components of RMO relatively contributes to customer satisfaction in the context of Vietnamese B2B firms?

- **Key findings**

firms may not pay much attention to communication and empathy but importantly, they should place more emphasis on trust and bonding compared to shared value and reciprocity

Relationship marketing in Vietnam: an empirical study

Le Nguyen Hau

School of Industrial Management, Ho Chi Minh City University of Technology, Ho Chi Minh City, Vietnam, and

Liem Viet Ngo

Australian School of Business, The University of New South Wales, Sydney, Australia

Abstract

Purpose – The purpose of this paper is to answer two research questions: does relationship marketing orientation (RMO) have an impact on customer satisfaction; and do the individual components of RMO have the same impact on customer satisfaction?

Design/methodology/approach – The above questions were answered in the context of an emerging economy using 174 responses obtained from executives of business-to-business firms in Vietnam.

Findings – The findings show that among key components of RMO, trust, bonding, shared value, and reciprocity have positive influence on customer satisfaction, while communication and empathy have not. Interestingly, trust and bonding are better than shared value and reciprocity in satisfying customers.

Research limitations/implications – The use of cross-sectional data does not allow the interpretation of the time sequence of the relationships among RMO components and customer satisfaction.

Practical implications – Managers in developing economies do not jeopardise relationship marketing orientation by mistakenly focusing on relatively less important individual components. In particular, managers may not pay much attention to communication and empathy but importantly, they should place more emphasis on trust and bonding compared to shared value and reciprocity.

Originality/value – This paper provides insights on the relative importance of RMO components in contributing to customer satisfaction in the context of Vietnam, a developing economy. These insights will help Vietnamese companies enhance their effectiveness in satisfying customers, growing with them, and reducing risks in doing business when entering a global market.

Keywords Vietnam, Customer relationship management, Relationship marketing, Marketing strategy, Relationship marketing orientation, Customer satisfaction

Paper type Research paper

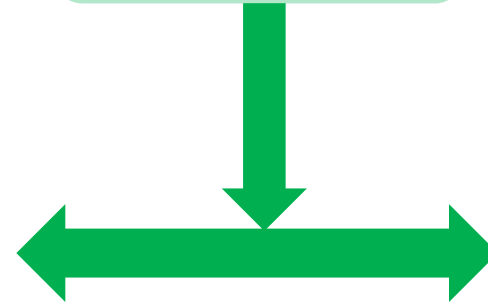


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REVIEWERS

RELEVANCE

Theoretical relevance

- Common ground
- Challenges/gaps
- Course of action

Practical relevance

- Operational variables
- Outcome variables

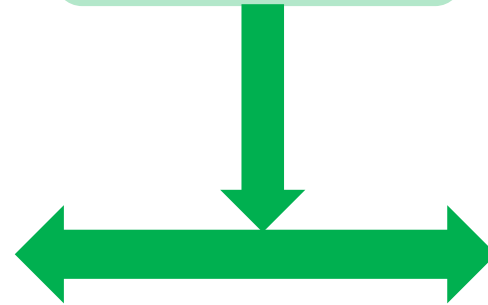
- ▶ Suggest improvements

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RIGOR

Theoretical rigor

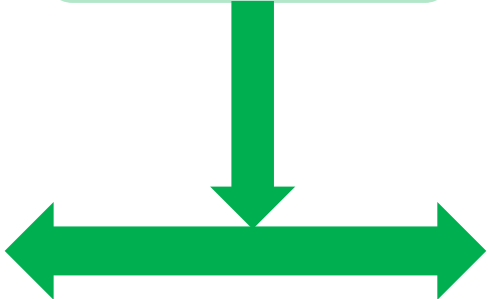
- Precision and clarity of the conceptualization of focal variables
- Conceptual logic explaining why the focal variables are related as proposed
- Engaging prior studies
- ▶ Suggest improvements

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- Introduction
- Theory development
- 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

THANK YOU

<https://ngovietliem.com/category/research-notes/my-keynotes/>