

# **AN ATTEMPT TO MAKE MARKETING THEORY USEFUL: THE FOUNDATIONS OF THE ASSOCIATION OF MARKETING THEORY AND PRACTICE AND THE *JOURNAL OF MARKETING THEORY AND PRACTICE***

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This paper offers a unique retrospective on the development of the *Journal of Marketing Theory and Practice*. The journal is introduced and discussed, the articles published in *JMTP* from 1999 to 2004 are analyzed and discussed and the articles for this special issue are introduced.

## INTRODUCTON

At the establishment of the Association and Marketing Theory and Practice and the *Journal of Marketing Theory and Practice (JMTP)* the objective was and continues to this day to be a forum for the dissemination of marketing theory that has useful applications to the practice of marketing. We are proud of *JMTP's* past accomplishments and very optimistic for its future under new leadership of the Society of Marketing Advances (SMA). *JMTP* has been at the vanguard in publishing new perspectives on marketing theory and has helped transform the discipline's understanding of marketing during this period of dramatic environmental changes. In 1999 we published a discussion of the creation of growth of *JMTP*, including the major themes and special issues introduced to that point (Randall, Miles, & Randall 1999) which we extend from 1999 to 2004 in this paper. By the spring of 2005, the range of issues has become broader, while the impact of the journal has become only stronger over time. For this we owe the authors, reviewers, readers, subscribers, and supporters a great debt of gratitude.

In the first issue of *JMTP* Randall and Miles (1992) suggested that the development of new marketing theory is an adaptive response to changes in macro environmental variables such as technology, the economy, and the cultural, political, legal context of business. As such, marketing theory has been under constant pressure to respond to an increasingly dynamic, and often hostile, microenvironment during the last decade. For example, much of the theory base in marketing was developed prior to the one-on-one deep customer intimacy that the internet makes possible. Other changes include family lifecycles that have yet to capture alternative gender orientations, the impact of HIV and AIDs on culture, consumer acceptance of genetically modified foods, and the dramatic effects of 9-11 in the U.S.A. and 3-11 in Spain on the power of Islamic terrorist to alter culture, politics, and economics.

The above named changes (to only delineate a few) have resulted in firms altering their marketing and strategic behavior, often in an ad hoc manner without the benefit of any conceptual foundations. The *Journal of Marketing Theory and Practice* was designed to be a forum for how theory and be developed, adopted from other disciplines, or re-formulated to better reflect real world marketing problems and issues. In fact, Randall and Miles (1992: 4) propose that:

Since the latent purpose of theory development is to enhance the prediction and understanding ability of decision makers, it is proposed that theory developers explicitly consider the needs of their most important target market, the practitioners.

This has been the bases of editorial policy at *JMTP*, such that each article must clearly stipulate the managerial implications of its conceptual and empirical work. A retrospective article by Randall, Miles, & Randall (1999) on the history of the *JMTP* suggests that over its first eight years, that theory development was an important and popular subject. To some extent the foundations of this editorial policy resulted in *JMTP* being a forum for some relatively new ideas in marketing theory. For example, Morris, Schindehutte, & LaForge, (2002) recently delineated the nature and scope of a new school of marketing thought, entrepreneurial marketing; and Hunt and Arnett (2003) explain Resource-Advantage theory's success in demonstrating explanatory power. Recent special issues on entrepreneurship and marketing, and e-commerce have contributed to forming a more comprehensive theory base for marketing. However, it still always comes down to Van de Ven's (1989) adaptation of Lewin's (1945) perspective of theory; "Nothing is *quite* so practical as a good theory."

## PURPOSE

The purpose of this paper is to introduce a reflective issue by some of the authors of the original issue of *JMTP*. In this issue, the authors provide grounding in the past, a fresh perspective on the state of marketing theory, and their view of future development in marketing theory and practice. We asked David Good, Dick Jones, Tom Ingram, Don Robin, David Carson, Dale Rodgers and Ron Goldsmith to take the lead in offering insights into what they might have said in the Fall of 1992 if they only knew then what we all know now. We offer this issue as a celebration of the leadership that Jim Randall provided by having the dream and courage to create *JMTP* and the motivation and determination to do so; and as an acknowledgement of all of the strong and loyal supporters throughout the marketing discipline of both the Association and the *Journal of Marketing Theory & Practice*, without whom, there would be neither.

## A SUMMARY OF JMTP SINCE 1999

All issues from 1999 to 2004 of the *Journal of Marketing Theory and Practice* were analyzed to determine authorship, reference sources, and research design based on the Hyman and Steiner's (1997) study of the *Journal of Business and Entrepreneurship* and the Mehta, Maniam, and Leipnik (1999) study of the *Journal of Business Strategies*. The former editorial team and co-authors worked to develop the descriptive data by assessing the complete collection of *JMTP* from 1999 through 2004. In each instance, one of the co-authors tabulated the descriptive data by category, with a check performed by a second co-author. These results were compared to those found in 1999 when similar data were compiled using all issues from 1992 to 1998 of the *Journal of Marketing Theory and Practice* (Randall, Miles and Randall, 1999).

## FINDINGS

### Subjects Covered

Since its inception, the *Journal of Marketing Theory and Practice* has published articles on a wide variety of marketing subjects. Surprisingly, more articles were published on the general topic of consumer behavior than on any other topic, with the publication of sixty articles pertaining to issues in consumer behavior. Sales and sales management articles were also well received with the publication of forty-one articles on issues such as salesperson selection, performance metrics, and retail sales issues. When comparing the early years (1992-98) to more recent years of publication (1999-04), it is interesting to note that no articles appeared between 1999 and 2004 on the topics of product issue, promotion mix, marketing relationships, transportation and TQM. There has been a decrease in the number of articles in the area of marketing channels, international marketing and marketing services. While, an increase in article production can be seen for articles on entrepreneurship and marketing theory. Table 1 summarizes the subjects published in the *Journal of Marketing Theory and Practice* from 1992 until the end of 2004.

### Output

From 1992 until 1998, 193 articles were published, producing more than 2375 pages of print. From 1999 through 2004, 158 articles were published, producing 1887 pages of print. When comparing the 2 time periods, the average number of articles per issues has dropped by one, from roughly 8 articles per issue to 7, resulting in a decrease in number of pages per issue. The length of the articles themselves is unchanged. Table 2 compares *JMTP* output for the two time periods.

### Institutional Affiliation and Authorship

Other retrospective assessments of journals describe the institutional affiliation of authors (see for example Mehta, Maniam, and Leipnik 1999; Hyman and Steiner 1997). The institutional affiliation of the authors of *JMTP* is quite diverse and widely distributed across geographic region and institutional mission, with 183 institutions represented from 1992 to 1998 and 170 from 1999 to 2004 (see Table 3). During the early years of publication, 30 institutions had 4 or more authorships while in the last 6 years has seen only 20 institutions with 4 or more authorships. Half of those 20 institutions can also be seen in the 1992-98 list of institutions that had 4 or more authorships. It is interesting to note that 2 of the 20 institutions are located outside the United States: the University of Victoria and the University of Auckland. All of the 30 institutions cited on the 1992-99 list of institutions that had 4 or more authorships are located within the United States.

**TABLE 1  
TOPICS OF ARTICLES**

SUBJECT	1992/98	1999/04	TOTAL
Advertising	6	5	11
Channels	10	3	13
Consumer Behavior	27	33	60
E-Commerce	5	7	12
Education	1	3	4
Environmental Marketing	5	7	12
Entrepreneurship	1	19	20
Ethics	3	3	6
International	19	5	24
Logistics	7	1	8
Marketing Management	8	9	17
Marketing Research	8	1	9
Price	2	3	5
Product Issues	4	0	4
Promotion Mix	4	0	4
Relationships	9	0	9
Retail	3	5	8
Sales and Sales Management	20	21	41
Services	12	8	20
Strategy	8	7	15
Theory	15	10	25
Transportation	7	0	7
TQM	7	0	7

**TABLE 2  
AVERAGE OUTPUT**

YEARS	AVERAGE NUMBER OF ARTICLES	AVERAGE NUMBER OF PAGES PER ISSUE	AVERAGE NUMBER OF ARTICLES	AVERAGE NUMBER OF PAGES PER
1992-98	31.33	387.33	7.68	12.04
1999-04	26.33	314.50	6.58	11.94

Upon examining the institutions of authors, it was discovered that there is an increase of authorships from institutions that are located outside the United States. As Table 4 illustrates, the percent of authorships from international institutions has risen from 9.24 percent during 1992-98 issues to 14.20 percent in the 1999-04 issues.



**TABLE 3**  
**INSTITUTIONS OF AUTHORSHIPS**

YEARS OF PUBLICATION: 1992-98		YEARS OF PUBLICATION: 1999-04	
INSTITUTION	AUTHORSHIP	INSTITUTION	AUTHORSHIP
Mississippi State University	11	Florida State University	10
Baylor University	9	Clemson University	9
Clemson University	7	Baylor University	9
Duquesne University	7	Georgia Southern University	8
Georgia Southern University	7	New Mexico State University	6
University of Southwestern Louisiana	7	Rensselaer Polytechnic University	6
Bentley College	6	University of Mississippi	6
Iowa State University	6	Bowling Green State University	5
Southwest Missouri State University	6	Indiana University of PA	5
University of Alabama at Birmingham	6	Iowa State University	5
University of Oklahoma	6	University of Victoria	5
Ball State University	5	Alfred University	4
Bryant College	5	Ball State University	4
Florida State University	5	Colorado State University	4
San Fransisco State University	5	Fordham University	4
Syracuse University	5	Grand Valley State University	4
University of Houston - Clear Lake	5	Mississippi State University	4
University of Memphis	5	Southwest Missouri State University	4
University of Mississippi	5	University of Auckland	4
University of North Texas	5	University of North Texas	4
Auburn University	4	University of Richmond	4
Central Missouri State University	4		
Concordia University	4		
Illinois State University	4		
University of Alabama	4		
University of Colorado at Denver	4		
University of Nebraska	4		
University of South Florida	4		
University of Southern Mississippi	4		
Valdosta State University	4		
Western Michigan University	4		

**TABLE 4**  
**ORIGINS OF THE INSTITUTIONS AUTHORSHIPS**

AUTHORS	1992-1998		1999-2004	
	FREQUENCY	PERCENT	FREQUENCY	PERCENT
International	17	9.24	24	14.20
U.S.	167	90.76	145	85.80

**TABLE 5  
MOST FREQUENTLY PUBLISHED AUTHORS**

1992-1998		1999-2004	
NAME	FREQUENCY	NAME	FREQUENCY
H. David Strutton	5	Ronald E. Goldsmith	6
Lawrence B. Chonko	3	James A. Roberts	4
S. Alton Erdem	3	Varinder M. Sharma	4
Michael H. Harvey	3	Hooman Estelami	3
Conway L. Lackman	3	Shaun McQuitty	3
Michael D. Richard	3	Morgan P. Miles	3
James A. Roberts	3	Robert Underwood	3
Stephen A. Taylor	3	total different authors: 307	
K. Sivakumar	3		
total different authors: 328			

**TABLE 6  
SINGLE AND MULTIPLE AUTHORSHIP**

1992-98			1999-04		
NO. OF AUTHORS	FREQUENCY	PERCENT	NO. OF AUTHORS	FREQUENCY	PERCENT
One	46	24.5	One	33	21.3
Two	85	45.7	Two	64	41.3
Three	47	25.5	Three	49	31.6
Four or more	8	4.3	Four or more	9	5.8
Mean No. of Authors	2.2		Mean No. of Authors	2.4	

**TABLE 7  
RANK OF AUTHORS**

RANK	1992-1998		1999-04	
	FREQUENCY	PERCENT	FREQUENCY	PERCENT
Full Professor	112	29.0	127	36.9
Associate Professor	107	27.7	96	27.9
Assistant Professor	121	31.3	77	22.4
Lecturer/Student	19	4.9	22	6.4
Unknown	14	3.6	17	4.9
Non-academic	13	3.4	5	1.5



**TABLE 8  
GENDER OF AUTHORS**

GENDER	1992-1998		1999-04	
	FREQUENCY	PERCENT	FREQUENCY	PERCENT
Male	327	84.5	271	78.1
Female	60	15.5	76	21.9

**TABLE 9  
JOURNALS CITED ATG LEAST 10 TIMES  
IN JMTP BETWEEN 1999 AND 2004**

NAME OF JOURNAL	1992-1998	1999-2004
Journal of Marketing	895	719
Journal of Marketing Research	441	378
Journal of Consumer Research	258	313
Journal of the Academy of Marketing Science	164	189
Journal of Business Research	94	152
Harvard Business Review	229	149
Journal of Retailing	164	114
Journal of Personal Selling & Sales Mgmt	87	113
Journal of Advertising	49	71
Journal of Advertising Research	56	69
Industrial Marketing Management	65	65
European Journal of Marketing	46	58
Journal of Marketing Theory & Practice	16	49
Journal of Marketing Management	12	46
Journal of Consumer Marketing	33	38
Psychology and Marketing	13	38
Marketing Science	29	36
Journal of Services Marketing	16	31
International Journal of Research in Marketing	6	29
Journal of Public Policy and Marketing	7	27
Journal of Health Care Marketing	11	21
International Marketing Review	5	17
Journal of Strategic Marketing	1	14
Journal of Business & Industrial Marketing	14	11
Journal of Professional Services Marketing	11	10

A total of 328 different authors published in *JMTP* between the years of 1992 and 1998. In subsequent years, a total of 307 different authors appeared in the journal. This may in part be explained by the fact that fewer articles have been published in more recent issues. The number of articles per issue is less and the total number of articles published is less. In issues published during 1992-98, nine different

authors had a minimum of three articles appear in *JMTP*. One, David Strutton, authored five articles. In issues published after 1998, seven different authors had a minimum of three articles appear. Ronald E. Goldsmith authored six articles; James A. Roberts and Varinder M. Sharma each authored four (see Table 5).

**TABLE 10  
SELECTED JOURNAL CITATIONS  
AS A PERCENT OF TOTAL JOURNAL CITATIONS**

NAME OF JOURNAL	Percent of Total Citations	
	1992-98	1999-04
Journal of Marketing	20.60%	14.68%
Journal of Marketing Research	10.10%	7.72%
Journal of Consumer Research	5.90%	6.39%
Journal of the Academy of Marketing Science	3.80%	3.86%
Journal of Marketing Theory and Practice	0.37%	1.00%

#### Co-authorship, Rank and Gender of Authors

In the issues of *JMTP* that were published between 1992 and 1998, 24.5 percent of the articles were written by single authors and 45.7 percent were written by two (see Table 6). In more recent issues of the journal, this has shifted. Single authorships are down to 21.3 percent of published articles; dual authorships down to 41.3 percent and articles with four or more authors are up from 4.3 percent to 5.8 percent.

Overall the mean number of authors per article is up from 2.2 to 2.4.

As can be seen in Table 7, there has been a shift in the rank of authors who are publishing in *JMTP*. For issues published between 1992 and 1998, 29 percent of the authors were professors and 31.3 percent were assistant professors. Between 1999 and 2004, 26.9 percent of the authors were professors and only 22.4 percent were assistant professors. The percent of the rank associate professor was essentially unchanged. There also was a drop in authorship by persons outside the academic community.

In comparing the gender of authors during the two time periods, a shift can be seen in the number of females publishing in *JMTP* (see Table 8). The percent of female authors rose from 15.5 percent in the issues published between 1992 and 1998 to 21.9 percent in the issues published between 1999 and 2004. This shift may reflect a trend in academia itself. The number of female business faculty has also risen in recent year

#### Citations and References

Citations for articles published between 1992 and 1998 tallied to 7797 or 40.4 citations per article. For the years 1999 to 2004, the tally of citations was 7856 or 49.7 cites per article. Not only did the average number of citations per journal article rise over the years, there also was a shift in the source of the citation. During the earlier time period, 55.8 percent of the references were journal references. For the more recent time period, 62.4 percent of all references were journal references.

Table 9 provides a list of the most referenced marketing journals, ordered by most common references between 1999 and 2004. This list includes any journal that was cited at least 10 times. As you can see there is a slight shift away from citations of the most established journals such as the *Journal of Marketing*, the *Journal of Retailing* and the *Journal of Marketing Research* to the *Journal of Consumer Research*, the *Journal of Personal Selling & Sales Management* and the *Journal of Business Research*.

Table 10 provides a breakdown of selected journals as a percent of total journal references. It illustrates a move away from some more established journals to journals that are newer to the academy. It also illustrates that *JMT&P* is becoming a relatively more cited journal.

#### THIS ISSUE'S ARTICLES

We have been very fortunate to be able to assemble this collection of papers that we feel will provide stimulus for further discussion on the future direction of marketing thought. The article topics span across a variety of marketing issues from marketing theory to transportation. Jenny Darroch, Morgan Miles, and Andrew Jardine's paper sets the stage for the issue by describing how the definition of marketing has recently changed and how our understanding of the major schools of marketing thought and the marketing orientation must change as well. In their paper, they introduce the "stakeholder" school of marketing thought and suggest that our conceptualization and metrics of marketing orientation must reflect the emergence of the stakeholder school of marketing thought. Don Robin's paper looks at how our understanding of marketing ethics is evolving away from a traditional perspective of moral philosophy and move towards a more contextual and stakeholder centric approach to ethical judgment in marketing. Tom Ingram's paper focuses on another re-occurring theme of many of articles in *JMT&P*, personal selling and sales management and traces the changes in sales and sales management over the past decade. In his paper, Tom suggests that sales managers must be able to effectively and efficiently manage greatly increased complexity, the demands for increased collaboration, and the absolute requirements for increased accountability; all the while somehow generating value for the customer and competitive advantage for the firm. Dave Good and Roberta Schultz provide an overview of the indicants of marketing performance in light of the dramatic changes since he last addressed this issue in the issue of *JMT&P*. David Carson, Audrey Gilmore, Lyn Fawcett, and Asencio Mario discuss sustainability and marketing in the context of the global tourism industry and suggest that a more holistic perspective of marketing must be used in marketing that explicitly considers long-term environmental sustainability issues. Ron Goldsmith suggests where marketing is and where it is going in a paper on the current and future trends in marketing. Dale Rodger's paper provides a critical

assessment of where transportation is today and its future as a critical component of the marketing mix.

On a personal note, we have been very fortunate to work with all of the authors and reviewers since 1991, and feel that *JMTP* has emerged as well respected journal that serves

both academics and decision makers by providing articles that enhance and apply theory to practice. We hope that this paper along with our 1999 paper offer a historical perspective of the founding and development of *JMTP*. Thanks!

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