

Call for Papers

Journal of Business & Industrial Marketing

Special issue on:

## **B2B Research & Managerial Relevance**

Guest editors:

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### **Topic of the Special Issue**

82 percent of researchers in B2B marketing think it is “important” or “very important” for research to be of potential practical value to managers (Brennan and Turnbull, 2000). Even though there are different opinions regarding the extent to which business research actually should aim for managerial relevance (Jaworski, 2011), the numbers tell the story quite clearly. Managerial relevance is defined by Jaworski (2011, p. 212) as “the degree to which a specific manager in an organization perceives academic knowledge to aid his or her job-related thoughts or actions in the pursuit of organizational goals”. The extent to which marketing research actually has such managerial relevance is a well debated topic (e.g Gummesson 2006, Ghoshal 2005, Hambrick 1993, Jaworski 2011, Ankers and Brennan 2002, McInnis 2011, Lilien 2011).

Based on a notion that contemporary managers are facing multifunctional and complex problems, there are voices (e.g Gummesson 2006 and Reibstein et al, 2009) that emphasize that the gap between academics and practitioners might be widening. Reibstein et al (2009, p.1) argue that this development “has become detrimental to the long-term health of the field”. There is also signs that the gap might be especially significant when it comes to industrial marketing (Brennan & Turnbull, 2000, 2002, Ankers & Brennan, 2002).

We welcome both conceptual and empirical papers contributing to an enhanced understanding of the relationship and interplay between B2B research and practice agendas, and implications thereof for the evolution of marketing (as a theoretical field).

Target topics relevant to this special issue of JBIM include, but are not limited to:

- How can future research increase managerial reach and relevance?
- What methodologies, methodological approaches and/or studies are especially competent in producing managerially relevant research? What characterizes these methodologies, approaches or studies? What are the reasons for the effectiveness?
- How can existing research be developed and targeted in order to reach managers?

- What measures, e.g. intermediaries, or technologies, can be used in order enhance the transfer of knowledge between academy and managers?
- What are the academic and/or company barriers for closing this gap?
- What are the implications of the gap on the evolution of marketing theory?
- In what different ways do managers adopt and use B2B research?

### **Submission of papers**

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication in any other journal. Submissions should be either full length articles (approximately 6,000 words) or shorter articles (approximately 2,000 words). Submissions to the Journal of Business & Industrial Marketing must be made using the ScholarOne Manuscript Central system. For more details, please visit [www.emeraldinsight.com/jbim.htm](http://www.emeraldinsight.com/jbim.htm) and consult the author guidelines. A separate title page containing the title, name of author/s, and contact information for the author(s) must be uploaded. Suitable articles will be subject to a double-blind review. Hence, authors should not identify themselves in the body of the paper.

All papers will undergo a blind refereeing process conducted by at least two referees.

Submission deadline: 10 September 2013

Reviews returned: 10 December 2013

Resubmission of papers: February 10 2013

Final decision: February 30 2013

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Please send papers by e-mail to the guest editors:

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