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Editorial

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Editorial for the *Journal of Marketing and Management Insight*

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The *Journal of Marketing and Management Insight* (JMMI) collets and further develops creative knowledge about marketing/management questions useful to researchers, practitioners, customers, policy makers, and other stakeholders in the world. JMMI was founded in 2026, and it will be the premier outlet of creative marketing and management knowledge.

The primary editorial goal of JMMI is to publish the most creative and impactful research articles in the marketing and management field. More specifically, JMMI has three objectives: (1) to advance the theoretical knowledge of marketing and management; (2) to advance the methodological insight of marketing and management; (3) to serve as a bridge between the scholars and practitioners. JMMI is trying to publish the top-tier quality research papers.

JMMI publishes a very wide range of research papers in the marketing and management area. JMMI publishes both conceptual papers and empirical papers. If the topic of article treats marketing or management, JMMI welcomes the article.

We highly evaluate interesting and novel topics, robust theoretical backgrounds, rigorous methodologies, provocative findings, and meaningful implications. The journal contributes the field of management and marketing with novel informative content and meaningful implications for business scholars, practitioners, and professionals all over the world. Lastly, we encourage an interchange between researchers and practitioners. Research articles in this journal are encouraged to identify clear theoretical and practical implications for industry.

We invite the scholars in the world to contribute to this exciting marketing/management communication. Your findings and contributions will be instrumental in advancing the frontiers of marketing and management field.

Welcome on board!!

Conflicts of Interest

The author declares no conflict of interest.

Use of AI and AI-Assisted Technologies

No AI tools were utilized for this paper.

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