



Journal of Business Market Management Advancing B2B Marketing Research

Michael Kleinaltenkamp – Editor

Open Access- Veranstaltung

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General Information

- Open Access distribution on **jbm-online.net** since 2012
- 4 issues per year
- Published 89 papers
- Received 136 submissions (until January 2014)
- Distributed by the publisher “Gabler Verlag“ from 2007-2010 (print and online)



jbm JOURNAL OF BUSINESS MARKET MANAGEMENT

HOME ABOUT LOGIN REGISTER SEARCH CURRENT ARCHIVES ANNOUNCEMENTS

Home > Archives > Vol 6, No 2 (2013)

Vol 6, No 2 (2013)

Table of Contents

Research Articles

Gaining Access to Customers' Resources through Relationship Bonds <i>Roger A. Baxter</i>	PDF 56-69
Salesperson Goal Orientations and the Selling Performance Relationship: The Critical Role of Mediation and Moderation <i>Harri Terho, Lisa Kairisto-Mertanen, Danny Bellenger, Wesley J. Johnston</i>	PDF 70-90
Using CLV concept for marketing budgets allocation <i>Olga K Oynier, Olga Sukhorukova</i>	PDF 91-106



Open Access

- Broader access to jbm via databases and the web
- Contents are listed in the following databases:
Ebsco, EconStor, EconBiz, ECONIS, wiso, RePEc, BASE, WoldCat
- Deutsche Forschungsgemeinschaft – DFG provided the financial resources needed to cover the expenses of the transformation



Submitting Papers to jbm

- We welcome submissions from scholars and marketing professionals from around the world
- All articles are double-blind reviewed
- Submission via **jbm-online.net**



The screenshot shows the top section of the jbm website. On the left is the 'jbm' logo. To its right, the text 'JOURNAL OF BUSINESS MARKET MANAGEMENT' is displayed. Below this is a horizontal navigation menu with the following items: HOME, ABOUT, USER HOME, SEARCH, CURRENT, ARCHIVES, and ANNOUNCEMENTS. Underneath the menu is a breadcrumb trail: Home > User > Author > Active Submissions. The main heading 'Active Submissions' is followed by a link to 'Active Archive'.

Why should a B2B scholar choose jbm?

- Broad spectrum of perspectives
- “Open Access” – More accesses, citations, and impact
- Fast processes – 3-6 months in total



New journal sections from 2014

jbm Classic

Thought Leadership

Replication and
Extension

jbm Service
– Methods
– Case Studies

- Publication of “classic“ jbm research paper will continue.
- The new sections strive for short and compact academic research contributions (10 pages).
- Publication of special issues, e.g., dispersion of marketing, multi-stage-marketing, including replications
- March 2014: first jbm issue with new structure

jbm Classic

- Rigorous research papers, even with managerial focus
- Statement of the purpose of the paper and the research question at the beginning of the paper
- Clear presentation of qualitative cases
- Language editing prior to submission
- No simple application of known theories in a new country setting

Thought Leadership

- We are looking for well-argued, controversial challenges to the B2B marketing field, describing paradoxes and dilemmas or major trends which challenge our current thinking substantially. Typically, thought leadership pieces are “non-testable” (as they otherwise could be presented in a normal journal paper).
- Background:
Setting the stage for new topics increases number of citations
This section requires new reviewer guidelines.
- Examples:
“The end of the Marketing department”
This could be based on our discussions on dispersion and an argument for that “traditional marketing departments” are not to be found in future firms.

Replications and Extensions

- We wish to advance B2B science by offering a platform for replicating studies and partially extending models.
- Background:
Replications of important topics increases number of citations
- Replications might be submitted in a short format (less than 30-40 pages) to be used for teaching

jbm Service

- Method papers: We are looking for well-proven methods which have a great potential in B2B marketing research but which have not been applied to B2B marketing research. Papers should present the method logic (what is tested and how), data and process requirements (what do one need to do), present quality requirements (how can fit/reliability/validity/quality be documented), and an application.
- Examples: Dispersion configuration, Historical examples: SPSS, LISREL, PLS
- Case studies: To be used as teaching material

Thank you!

Questions? Remarks?

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