

NIM Marketing Intelligence Review

Publisher:

NIM Nuremberg Institute for Market Decision



Editorial Policy

Each issue focuses on a specific topic of high relevance for the marketing community. A different guest editor is appointed for each issue and is responsible for selecting state of the art research contributions that deal with different and diverse aspects of the issue topic.

Selection of Topics

The topic of each issue is selected by the Advisory Board of the NIM Marketing Intelligence Review (NIM MIR). The Advisory Board further suggests possible guest editors for each issue. The editors are renowned marketing scholars from all over the world. They are experts in the respective field, have published in top marketing journals and are invited by the NIM to compile the issue.

Selection of Articles

The NIM MIR features research that has been published in top tier marketing journals before. The editor in chief selects scholars and authors with recognized publications on the desired topics. These researchers are then invited to contribute a managerial version of their research, following the guidelines of the journal. The journal does not have article processing charges nor article submission charges.

Uninvited submission of articles cannot be considered.

Review process

All contributions undergo extensive review by the editorial team and by peers. The review process aims at insuring a managerial focus and the use of everyday rather than academic language.

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