

Call for Submissions

International Journal of Marketing and Sales Education (IJMSE)

Founding Editor-in-Chief: Brent Smith (Saint Joseph's University, USA)

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The **International Journal of Marketing and Sales Education (IJMSE)** is a peer-reviewed publication featuring a diverse portfolio of contributions that advance teaching and learning from marketing and sales perspectives. The journal acknowledges the unique value of these different yet complementary perspectives, and provides an inclusive space for academics, administrators, and practitioners from around the world to share empirical research, conceptual scholarship, professional viewpoints, and more. Contributions in this hybrid open-access publication bring together application of existing theory, development of new thought, replication of existing research, and consideration of underrepresented populations.

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Topics Covered

- Andragogy (e.g., adult learners)
- Book and software reviews (e.g., marketing principles, sales, analytics, retailing, sport)
- Client-sponsored projects
- Cultural differences within/ across countries
- Diversity, inclusion, and global exposure
- Ethics, morality, and academic honesty
- Experiential learning and service learning
- Immersion experiences (e.g., international study tours, internships, observerships, returnships, executive MBA residencies)
- Intersections among fields and sub-fields (e.g., general marketing, sales, retailing, social enterprise, social media, sport)
- Launching new programs and curricula
- Mission-based education (e.g., business school, college, university, accrediting body)
- Online learning and software technology (e.g. apps, simulations)
- Pedagogy (e.g., traditional undergraduates)
- Sales training and professional development (e.g., leadership, negotiation, selling)
- Teaching innovations for undergraduate, graduate, doctoral, and executive education
- Veterans training programs and initiatives

Inquiries

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