

Wallace Academic Editing

华乐丝学术英文编修

期刊筛选报告建议
Journal Selection Report

European Journal of Marketing

Impact Factor: 1.497
Recommendation Level: High

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服务时间: 周一至周五 09:00-18:00 法定假期公休

文章标题

(Article Title)

The Construction and Application of CEO Reputation Evaluation Indicators Screening Model Based on the Maximum Information Content

推荐程度及原因

(Reasons for Recommendation)

1. 推荐程度:

(Recommendation level)

High

2. 原因:

(Reasons for recommendation)

The topic of this manuscript lies within the scope of this journal. The journal has recently accepted manuscripts on CEO reputation-related studies. Moreover, it accepts and has recently published papers containing research using methods like empirical analysis. Furthermore, the journal meets the impact factor requirements. Moreover, it is listed in the Social Science Citation Index database.

Please consider including the following keywords in the title and abstract. These keywords have been selected from previously published papers in the target journal: CEO reputation and Empirical study

期刊品质

(Journal Quality)

3. 是否为 SCI 或 SSCI 期刊:

(Is the target journal a part of Science Citation Index [SCI] or the Social Science Citation Index [SSCI]?)

Yes

4. 其他索引:

(Abstracting and Indexing)

ISI Social Sciences Citation Index; ISI Journal Citation Reports; ISI Research Alert; Emerald Management Reviews; Academic Research; Autographics; Business & Industry; Business Source; Cabell's Directory of Publishing Opportunities in Management & Marketing; Collectanea Corporate; CPI Digest; Current Citations Express; Electronic Collections Online; EP Collection; Expanded Academic Index; Galileo; General Reference Center; Innovative; INSPEC; Leisure Recreation and Tourism Abstracts; Manning & Napier; MasterFILE; OCLC; PsycINFO; ReadCube Discover; Scandinavia; Telebase; World Bank Magazine; Zetoc (British Library), CNRS France, FNEGE France; The Publication Forum (Finland).

5. 期刊类型:
(*Journal type*)
Peer reviewed
6. 发行年度:
(*Issue of year*)
1984 to present
7. 出版机构隶属及国家:
(*Affiliated publishing organization and country*)
Emerald, UK
8. 出版机构类型:
(*Publishing organization type*)
Commercial
9. 平均审查与出版时间:
(*Average time between submission and publication*)
Not specified

期刊信息大要

(Journal Information)

10. 宗旨及范围:
(*Aims and scope*)
Whilst the *European Journal of Marketing* retains a European brand identity we are a truly international journal, actively encouraging global contributions from scholars across the broad domain of marketing. They welcome novel and ground-breaking contributions from a wide range of research traditions within marketing, particularly encouraging innovative ideas in conceptual developments and research methodologies. The *EJM* is not preferentially disposed towards either empirical work or pure theory, nor towards one particular method or approach.
11. 目标读者群:
(*Audience*)
Not specified
12. 接受文章类型:
(*Types of articles*)
Original articles

13. 出版数量:
(*Number of publications*)
Approximately 12 issues per year
14. 每年出版论文的数量:
(*Number of papers published each year*)
Approximately 90 papers per year
15. 特刊或是期刊主题:
(*Special issues or journal themes*)
Call for papers:
- Computerized Content Analysis of Online Data – Opportunities for Marketing Scholars and Practitioners
 - Digital Marketing and Business-to-Business Relationships
16. 投稿之相关事项、方式:
(*Author guidelines*)
http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=ejm
我们可协助编排文章格式，如须此服务再请与我们联系。
17. 字数或页数限制:
(*Limitations on the number of words or pages*)
Not more than 12,000 words
18. 摘要字数限制:
(*Limitations on abstract*)
Approximately 250 words, structured as Purpose (mandatory), Design/methodology/approach (mandatory), Findings (mandatory), Research limitations/implications (if applicable), Practical implications (if applicable), Social implications (if applicable), and Originality/value (mandatory)
19. 图表格式是否符合期刊规范:
(*Are the figures and tables in the right format?*)
Yes
20. 编辑委员会成员:
(*Editorial board*)
http://www.emeraldgrouppublishing.com/products/journals/editorial_team.htm?id=ejm
如果您认识或曾与其中一位编审委员有工作、学术上的接触，将会对您的论文出版有帮助；投稿时，如果需要提供建议审阅者，可将此人列为候选人之一。

21. 此期刊编辑人员是否正在异动?
(*Is the editorial staff in a state of transition?*)
No

22. 期刊联络信息:
(*Editorial Office*)
E-mail: EJM.Editor@gmail.com

23. 主编电子邮件以及期刊网址:
(*E-mail address for the editor-in-chief and journal website*)
期刊首页连结:
(*Journal homepage*)
<http://www.emeraldgroupublishing.com/ejm.htm>

Editor-in-Chief: Professor Greg W. Marshall

URL for manuscript submission: <http://mc.manuscriptcentral.com/ejm>

24. 主编的信
(*Letter from the editor*)
No

出版格式

(*Publication Format*)

25. 纸本及/或电子格式:
(*Print and/or electronic formats*)
Both formats available

26. 期刊是否会先将被接受的论文刊登于期刊网页中, 日后才会以纸本印刷成品呈现?
(*Does the journal publish accepted articles as "Online First?"*)
Yes

27. 是否为公开存取期刊?
(*Is your target journal an open access journal?*)
No

28. 期刊是否会对被接受的论文酌收费用? 如果要酌收费用, 那是多少钱呢?
(*What is the publication cost charged by the journal?*)
Open access fee is £2250/US\$2950

作者文章与期刊关联

(Correlations between Authors' Articles and Journals)

29. 论文是否和编辑目标一致?

(Are the published papers consistent with editorial objectives and goals?)

Yes

30. 论文是否为此期刊偏好的量化或质化的研究?

(Does your paper fulfill the journal's preferences regarding quantitative or qualitative research?)

No regulations

31. 此期刊最近一次出版和我们论文主题相同的文章是什么时候?

(When were papers on topics similar to your own paper the most recently published in the journal?)

April 2013

Fame and fortune: a conceptual model of CEO brands

By: Franziska Bendisch, Gretchen Larsen, Myfanwy Trueman

In: *European Journal of Marketing*

Volume 47, Issue 3/4, pages 596-614, Published April 2013

URL: <https://www.emeraldinsight.com/doi/full/10.1108/03090561311297472>

32. 此期刊出版过的论文有和我们论文的研究方法一样的吗?

(Do papers that have been published in the target journal contain the same research methods used in your paper?)

Yes, here is an example:

When and how managerial ties matter in international competitive strategy, export financial and strategic performance framework: A standardized or customized approach?

By: Henry F.L. Chung, Tsuang Kuo

In: *European Journal of Marketing*

Volume 52, Issue 1/2, pages 260-278, Published February 2018

URL: <https://www.emeraldinsight.com/doi/full/10.1108/EJM-05-2015-0305>

33. 如果我们的论文提出一个崭新的技术, 此期刊是否曾出版类似的文章?

(If your paper proposes a novel methodology, has the target journal published similar articles?)

Not applicable

期刊投稿人

(Submitting Authors)

34. 投稿人的学术背景:

(What are the academic backgrounds of the submitting authors?)

Doctoral Students, Associate Professors, Assistant Professors, Professors, Researchers

35. 作者种族多元化与否?

(Are authors ethnically diverse?)

Yes. According to the database, about 10% of the authors were from China.

36. 是否开放台湾/中国的投稿者?

(Does the journal publish papers from Taiwanese/Chinese authors?)

Yes. Here are a few examples:

Examining consumer responses to cross-border brand acquisitions

By: Xiang Fang, Xiaoyu Wang

In: *European Journal of Marketing*

Volume 52 Issue 7/8, pages 1727-1749, Published September 2018

URL: <https://www.emeraldinsight.com/doi/full/10.1108/EJM-04-2016-0200>

Social eating patterns, identity and the subjective well-being of Chinese teenagers

By: Ann Veeck, Hongyan Yu, Hongli Zhang, Hong Zhu, Fang (Grace) Yu

In: *European Journal of Marketing*

Published March 2018

URL: <https://www.emeraldinsight.com/doi/full/10.1108/EJM-10-2017-0758>

37. 投稿人是否来自各个不同优劣等级的大学机构?

(Are the authors from different levels of universities and institutions?)

Yes

期刊文献和论文文献的关联

(Correlations between the Literature or References Presented in the Journal and Your Paper)

38. 此期刊在我们论文被引用的次数:

(How many times have you cited the target journal in your paper?)

One

39. 类似研究主题的作者是否也投稿至此期刊?

(Have authors who specialize in similar research topics submitted to this journal?)

Yes, in your paper's literature review, your cited authors, Neville et al. (2005), have submitted to the journal

Corporate reputation, stakeholders and the social performance-financial performance relationship. *European Journal of Marketing*, 39(9/10): 1184-1198

By: Benjamin A. Neville, Simon J. Bell, Bülent Mengüç

In: *European Journal of Marketing*

Volume 39, Issue 9/10, pages 1184-1198, Published December 2005

URL: <https://www.emeraldinsight.com/doi/abs/10.1108/03090560510610798>

40. 其他重要信息

(Other important information)

None