



International Journal of Market Research (IJMR): Executive Editorial Board

MRS is seeking up to four new members from the practitioner and academic communities to join the Executive Editorial Board of the International Journal of Market Research (IJMR) as some current members of the 8-10 Board come to the end of their term of office.

Founded in 1958, the journal provides thought leadership in the development and application of methodology for the market research and insight sector across the world, comprising the foremost body of knowledge in this field, with 60 years of published content written by leading practitioners and academics. The value of IJMR to MRS is demonstrated by the coveted annual MRS Silver Medal, awarded to the author(s) of the paper that provides the most significant contribution to innovation and best practice in market research methods.

The Board, chaired by the Editor in Chief, is responsible for developing the strategy and direction of the journal to ensure it maintains its focus and status as the leading journal in its' field.

The Board comprises senior representatives with varied research backgrounds who share a common passion for methodology and methodological issues, reflected in the lively discussions during the meetings. The Board also includes the Managing Director of MRS and representatives from SAGE Publishing.

IJMR is published six times a year in printed and digital formats, with practitioner and academic subscribers and readers across the world. The content of each issue also reflects the international reach of IJMR. Each published paper has been double blind peer reviewed, primarily by members of the Editorial Advisory Board, and IJMR's academic impact is recognised by the journal's presence in both Web of Science and Scopus, with a 2017 Impact Factor of 0.910.

At the beginning of 2018, the international journal publisher SAGE Publishing took over the publication of IJMR, with an exciting new strategy to implement, including two key objectives of firstly, further increasing the status and international reach of the journal, and secondly, enhancing the digital presence.

In addition to overseeing the strategy and direction of the journal, the Executive Editorial Board is also responsible for:

- Guiding editorial policy;
- Promoting IJMR, and its' values, within wider the research community and their clients;
- Promoting innovation and best practice in research methods and applications;
- Soliciting submissions for the various forms of content published in IJMR;
- Suggesting topics for, and helping develop, annual special issues;
- Identifying suitable candidates for membership of the wider IJMR Editorial Advisory Board; (who primarily undertake peer reviews of the papers/articles submitted for publishing in IJMR);
- Peer reviewing some submissions, appropriate to members' specialisms;
- Agreeing the topics and speakers for firstly the three IJMR Lectures held at MRS each year, and secondly an IJMR hosted session at the MRS annual conference in March;
- Selecting the winner/finalist for the annual IJMR Collaborative Award (rewarding collaboration between academic and practitioner communities);

- Advising the MRS Awards Committee on papers that might be considered for the annually awarded MRS Silver Medal.

Successful applicants might have expertise in:

- media research
- advertising research
- social media research
- market analytics/data science/integrated insight
- qualitative methods
- social research
- market research methods within academia

However, we would also be interested in hearing from senior researchers with in-depth experience in other fields, including statistical methods and research design.

Executive Editorial Board members normally serve for three years and the quarterly meetings are held in the afternoons, at MRS offices in Northburgh Street, London.

The benefits of Board membership are:

- shaping the journal;
- taking part in stimulating debates and lively discussions;
- contributing to the furthering of knowledge/expertise in insight/research practice;
- applying your experience and expertise to promote innovation and best practice in methodologies and applications within the research sector, academia and to clients;
- enhances your status and international profile.

For more information on IJMR please see the following websites:

MRS: <https://www.mrs.org.uk/resources/ijmr>

SAGE Publishing: <http://journals.sagepub.com/home/mrea>

If you are passionate about methodological issues and think you have the right level of experience and expertise to join the IJMR Executive Editorial Board, please send a copy of your CV with a covering email describing why you believe you would be able to make a valued contribution to the Board to: Chantal Stilwell, Publishing Editor Chantal.stilwell@sagepub.co.uk by Wednesday 31st October 2018.