



**Editor-in-Chief**  
**International Journal of Market Research (IJMR)**

**About the IJMR**

Founded in 1958, the aim of the International Journal of Market Research (IJMR) is to be the leading primary authoritative source of information about excellent practice and new thinking in market research, insight and data analysis worldwide.

The IJMR provides a bridge between practitioners and academics to share, discuss and debate all aspects of research, insight and data: applications, methodologies, new technologies, technology and methodology adoption and adaption from related areas, solutions, strategic and management issues.

**Role and Rationale**

The key objectives of the Editor-in-chief role is to ensure that:

- IJMR is published to a consistently high standard.
- IJMR continues to be regarded as one of the world's most rigorous and stimulating journal combining market, opinion and social research.
- IJMR continues to expand its editorial reach to include new practice and thinking within the data sciences, data analytics and applied methodologies and technologies.
- The Journal reflects key emerging issues and trends among research, insight and data practitioners and academics.
- The Journal attracts submissions from around the world, maintaining an appropriate international editorial balance.
- The peer-review process is professionally managed to ensure that there remains sufficient high-quality submissions to fill the required 6 issues per year.

**Principal Accountabilities**

1. The principal editorial accountabilities of the Editor-in-Chief are to:
  - a) Select and revise articles through peer review in accordance with publishing best practice, including the articles' technical content, form, conciseness, clarity, and accuracy;
  - b) Uphold a high standard of publication ethics in the Journal, which includes ensuring that the Journal states and adheres to a rigorous peer review policy;
  - c) Manage the full peer review process using the SAGE Publishing web-based submission system including necessary liaison with SAGE for all articles accepted.



- d) Manage each issue including guest-edited special issues;
  - e) Ensure that there is adequate copy for the compilation of each issue;
  - f) Ensure that all final copy for each issue is supplied to meet the agreed production schedule specified by Sage Publishing for publication of each issue to ensure that the compilation and publication of issues are not delayed;
  - g) Produce at least one editorial for each issue of IJMR published and 6 blogs per year, including introductions to the quarterly IJMR Landmark Papers plus associated supporting social media as required by MRS and SAGE Publishing;
  - h) Select the quarterly Landmark Papers from the digitised archive of past issues;
  - i) Solicit content by attending conferences, identifying potential contributors and themes to ensure that the IJMR continues to be relevant, respected and authoritative;
  - j) Manage the international team of Associate Editors;
  - k) Chair quarterly IJMR Lectures.
2. To support the Editor in the undertaking of editorial operations which includes to:
- a) Comport with accepted ethical and peer-review standards, including best practices as identified by the Committee of Publication Ethics (COPE), or the International Council of Medical Journal Editors (ICJME), or the Council of Science Editors, or as otherwise defined by SAGE Publishing.
  - b) Co-ordinate the full peer review process using the SAGE Publishing web-based submission system; including but not limited to the following:
    - Liaison with Editorial Board members to select and invite referees for review of articles;
    - Completion and full peer review of all articles, reviewing peer reviewer comments, communicating necessary changes to the contributor and assessing final contributor changes before final decision making;
    - Determine and communicate decisions on IJMR articles and submissions.
  - c) Liaise with the Editor regarding special issues including but not limited to the following:
    - Approval of suitability of special issue proposals;
    - Liaison with Editorial Board members to select and/or approve a guest Editor;
    - Selection of peer reviewers and overseeing peer review. The Editor retains full editorial control over the special issue content and may request additional reviews or reject manuscripts;
    - Completion and full peer review of all articles, reviewing peer reviewer comments, communicating necessary changes to the contributor and assessing final contributor changes before final decision making;
    - Determine and communicate final decisions on IJMR articles and submissions.
  - d) Co-ordinate receipt of at least 2 independent reviews on most submissions (except desk rejects and non-peer reviewed materials such as Viewpoints and Conference notes)



- e) Source and manage recommended Reviewers.
  - f) Ensure all international Associate Editors (as applicable) are using the SAGE Publishing web-based submission system fully.
  - g) Ensure that any objections to the propriety of the peer review process must be investigated and reported to SAGE Publishing.
  - h) Promptly respond to author queries, escalating or referring any issues to the Editor-in-chief and/or SAGE Publishing as needed.
  - i) Liaise with the SAGE Publishing Peer Review Manager who provides support for the Journal.
  - j) Address and respond to any production queries or requests within 2 working days, especially concerning author issues or finalizing table of contents.
3. The Editor-in-Chief is also responsible for the Editorial Board management which includes to:
- a) Liaise with MRS and SAGE Publishing to ensure that the IJMR Executive and Editorial Boards are of the highest calibre and have an appropriate mix of expertise and international representation;
  - b) Manage the IJMR Executive and Editorial Boards ensuring that the Boards are working effectively;
  - c) Prepare for and chair quarterly meetings of the IJMR Executive Editorial Board meeting, including production of papers as background to discussions as required;
  - d) Attend occasional meetings with MRS and/or SAGE Publishing as required; and
  - e) Assist MRS and SAGE Publishing with the selection of the Editor, and the selection and successful transition to the next Editor-in-Chief as and when required.

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