

EDITORIAL NOTE – IJM JANUARY 2026 ISSUE

As the *Indian Journal of Marketing* enters its 56th volume, it is reaffirming its mission of publishing research that is native to India and global in scope. In the past 55+ years, IJM has offered a venue for high-quality research in marketing that has been contextualized in the evolving nature of markets, consumers, and institutions found throughout India and similar economic environments. As evidence of its ongoing pursuit of excellence and visibility, IJM has maintained its place within Elsevier's Scopus database since 2009. Since 2009, IJM has been consistently ranked among the world's leading marketing journals as identified by Elsevier's Scopus (IJM has a Scopus CiteScore of 3.0 and an SJR of 0.223). Additionally, compared to other marketing journals based within the Asiatic region, IJM is one of the few Indian marketing journals to have achieved and sustained listed status, thereby confirming IJM as a prominent regional marketing journal that is increasingly recognized internationally (SJR: .223; Asiatic Region Rank : 7). Finally, IJM has demonstrated a stable and consistent citation pattern on Google Scholar (h-Index: 17), supporting the notion that researchers, marketers, and practitioners are regularly referring to the research being published in the IJM over time. These metrics support the editorial discipline and scholarly commitment of IJM's authors and editors.

Marketers are experiencing an unprecedented shift in the role they play as marketers; through digital channels, data-based decision-making practices, increasing concerns about sustainable environments, and increasingly, AI, which has changed how marketers think and act and also changed how researchers of marketing study the marketing phenomenon. The large size, extreme diversity, and institutional complexity of India's markets present researchers with significant empirical opportunities to test and develop data-driven theories applicable to marketers globally. The *Indian Journal of Marketing* invites authors to submit manuscripts articulating the complexities of marketing in India and the theoretical and methodological bases of these complexities as clearly and as concisely as possible.

The past few years have seen a couple of parallel developments regarding the process of research publications. On the one hand, digital tools and those using artificial intelligence (AI) are becoming increasingly available for authors to edit manuscripts, and for reviewers to review manuscripts using these new technologies; this has brought a number of ethical concerns to light concerning transparency, accountability, and ethics in academic publishing. As always, IJM will continue to ensure that all manuscript reviews will be completed via transparent peer-review processes overseen by human editors that follow international standards for ethics in publishing as set out by the Committee on Publication Ethics (COPE). IJM views technology as an additional tool to enhance our editorial processes and speed up our turnaround times, but it does not replace editorial judgement and scholarly accountability.

Roadmap for Volume 56

IJM's editorial vision for Volume 56 is to expand IJM's scope to include innovative manuscripts that transcend the traditional disciplines typically examined in IJM. The editorial team anticipates that manuscripts submitted to Volume 56 will make significant contributions to the development of marketing theory and practice in several key ways:

- ✧ Indigenous and emerging markets' views as sources of global knowledge creation;
- ✧ Digital marketing, analytics, platforms and governance, and ethical issues of each of them;
- ✧ Sustainability, socially responsible marketing and social impact, which is due to the changed expectations of stakeholders;
- ✧ Interdisciplinary research integrating marketing disciplines (i.e., behavioral sciences, public policy, development studies).

For IJM Volume 56, we may have special sections that are curated based on emerging areas of inquiry, while at the same time utilizing the editorial processes (desk review and double blind peer review) to maintain coherence in the area being researched.

Finally, the Editorial Team wishes to extend its sincere appreciation to the Publisher, Mr. Deepak Sawhney, Associated Management Consultants Private Limited, for his continued support, guidance, and commitment to promoting high-quality, independent, and ethically sound scholarly publishing. The Publisher's ongoing investment in editorial infrastructure, governance, and long-term journal development has played a vital role in the continuity and development of IJM. The Editorial Team would also like to thank the Associate Editors, Authors, Reviewers, and Members of the Editorial Advisory Board (EAB) for their continued contributions, which have facilitated the establishment and continuation of the standards of excellence at IJM. The contributions of these individuals have been essential to IJM's reputation and continued existence.

Moving forward, as IJM moves through Volume 56, the journal will continue to solidify its editorial base and increase its intellectual scope. Through the publication of research that is both locally situated and globally relevant, IJM will aim to further strengthen its position as a leading marketing journal originating from India with increasing international relevance.

With Best Wishes & Season's Greetings,

Nirmalya Bandyopadhyay

Editor-in-Chief (*Indian Journal of Marketing*)

Professor and Director

Prestige Institute of Management and Research, Gwalior

Gwalior, Madhya Pradesh

Email : eicijm2025@gmail.com

&

Priyanka Gilani

Editorial Director

Indian Journal of Marketing

Associated Management Consultants Private Limited

New Delhi.

Email : priyanka.gilani@indianjournalofmarketing.com

ORCID iD : 0009-0005-7641-6621

DOI : <https://doi.org/10.17010/ijom/2026/v56/i1/175900>