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Article

Editorial

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Editorial

Michael Kleinaltenkamp

It is a great pleasure to introduce you to the new format of jbm. After having been established as an Open Access Journal for several years now, the Journal's Editorial Advisory Board concluded that the journal is ready to take the next step in its development. Starting with this issue, the journal will be re-structured into the four sections: "Classic", "Thought Leadership", "Case Studies and Methodologies" and "Replications and Extensions".

The "Classic" section will continue to publish research papers, whereas the new sections will strive for shorter and more compact academic research contributions. In the "Thought Leadership" section, we are looking for well-argued, controversial challenges to the B2B marketing field, describing paradoxes and dilemmas or major trends which substantially challenge our current thinking. Typically, thought leadership pieces are "non-testable" as they otherwise could be presented in a "standard" journal paper. This issue will feature four commentaries from Ivan Snehota, Peter LaPlaca, Kaj Storbacka and Wes Johnston on current and future challenges for B2B marketing research. These commentaries are based on statements the authors presented during a plenary discussion at the IMP conference held in Atlanta in September 2013.

In the "Case Studies and Methodologies" section, we will publish methodology papers as well as case study material. In the latter, we are especially looking for well-proven methods which have great potential in B2B marketing research but which have not yet been applied to a great extent in B2B marketing research. Papers should present the method logic (what is tested and how), data and process requirements (what does one need to do), present quality requirements (how can fit/reliability/validity/quality be documented), and an application. The first paper in this section, on qualitative comparative analysis (QCA) by Martin R. Schneider and Andreas Eggert, gives a

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brilliant introduction to the method as well on the steps that need to be undertaken to apply it.

Furthermore, a case study prepared by Jens Geersbro and Thomas Ritter on “Reinventing the Container Shipping Industry” is presented in the “Case Studies and Methodologies” section. It offers great insights into the ongoing changes in the logistics industry and how the Danish company Maersk managed to restructure its solution offerings based on a fundamental understanding of the value they provide for their customers.

Finally, with the new section “Replications and Extensions”, we wish to advance B2B science by offering a platform for replicating studies and partially extending models. Here, we are looking for replications of studies that were and are important for B2B marketing research. The first contributions to this section will be published in one of the next issues of *jbm*.

I very much hope that you like this new structure of the journal and will be happy to receive any comments on it. Enjoy reading the first issue in the new format!

Michael Kleinaltenkamp
Editor-in-Chief