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A Journal for a Fast-Changing World

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Markets, Globalization & Development Review

A Journal for a Fast-Changing World

A Strong Launch

Launched mid-year in 2016, *Markets, Globalization & Development Review* (MGDR) could not have been timed better in terms of confronting, and being ready to tackle, a world that is changing very fast: in political, economic and cultural terms. Since the journal's launch, Britain voted to leave the European Union (the "Brexit" referendum), real-estate magnate Donald Trump unexpectedly triumphed over seasoned politician Hillary Clinton to win the American presidency, the main emerging BRIC economies – Brazil, Russia, India and China – all had major political and/or economic events, just to name some of the main global happenings. The world indeed is changing; and there is clearly a need for a journal with as much interdisciplinary intellectual energy as we can muster.

MGDR – the journal, along with its editors, authors and readers – is positioned well to steer a course through the stormy seas of change. It is our intention to generate a critical intellectual debate on the globalization processes indexed to the expansion of markets, and to interrogate the development prospects that rely solely on market growth metrics. We also intend to inject new voices in the critical debates on these matters in the western academic centers and spheres, and to seek non-western participation in such discourses.

The very first inaugural issue of MGDR featured seven articles, one book review, and one movie review. These nine pieces together approached 1000 total downloads in less than six months of online existence. The most popular article from the inaugural issue, "Marketing's Lost Frontier: The Poor" by Ravi Achrol and Philip Kotler, crossed 300 downloads in these first few months (see Achrol and Kotler 2016). It is also gratifying for the editors of MGDR, and for the journal's parent organization, the International Society of Markets & Development (ISMD), that the second most downloaded paper in the inaugural issue is by two young scholars from a developing region, viz., Bipul Kumar and Kalyan Bhaskar from India (see Kumar and Bhaskar 2016).

Within about a week of the journal's launch, the contents of MGDR were being indexed in and visible via Google Scholar. The journal's publishing platform, DigitalCommons from Berkeley Electronic Press (BePress), is gearing up to associate DOI identifier numbers with MGDR content: the volumes, the issues, and individual articles. Once this is done, using the DOI identifiers, the editorial and publishing teams will work diligently to get MGDR listed in and indexed by key bibliographic and

research databases. We wish to express our vote of thanks to these individuals from the DigitalCommons platform who assisted us with the launch and keep supporting us in a steadfast manner: Julia Lovett (University of Rhode Island), Andrée J. Rathemacher (University of Rhode Island), and Megan Riley (BePress, Berkeley, California). An online journal is of course not mere text; it has graphic elements that are a vital part of the journal presentation and reading experience. We are grateful to our Art Directors Linda Lewis and Aras Özgün for expertly guiding us, the editors, and the production staff at BePress, in terms of the many of the graphic design issues. Last but not the least, we also would like to express our gratitude to Murad Canbulut for setting up our social media outreach and putting the finishing touches on the publication formats of the articles.

The Second Issue

We hope that this second issue of MGDR will attract similar attention. In this issue, distinguished marketing scholar and past ISMD president Clifford J. Shultz opens up a highly interesting debate on marketing and war. In his article titled “Marketing an End to War: Constructive Engagement, Community Wellbeing, and Sustainable Peace”, Shultz argues that when used for the purposes of war, marketing may potentially have devastating effects. Whereas, he argues, marketing can be a form of constructive engagement, and it must be deployed in ways that develop equitable and sustainable markets and increase social wellbeing and peace (Shultz 2016).

Many of the contributions in our second issue are extending the debates started in the inaugural issue of MGDR on pressing societal topics such as globalization, poverty, sustainability, and technology. In this vein, Turcan (2016) introduces a systematic way regarding how we should theoretically evaluate ‘late’ globalization. In the context of globalization, Turcan argues that ‘lateness’ can take on multiple meanings and flavors, and these affect the trajectories of markets in various ways. Çavuşoğlu and Dakhli (2016) investigate the concept of ethical marketing in fashion industry, which has significant environmental and social effects. This issue carries a review of the ethical issues in the global fashion system, and it will be followed later by a piece analyzing a number of company cases, and discuss the influence of ethical marketing on brand image and financial performance. Finally, Kshetri (2016) sheds light on issues associated with the “dark side” of digitization in the Global South. The author points at the hollowness in the Global South’s digitization initiatives that is associated with poor cybersecurity and the attendant vulnerabilities.

Readers can discover striking examples of cybercrime in this thought-provoking article.

In addition to these four insightful critical articles, Vol. 1 No. 2 offers three book reviews. Blair (2016) reviews *The Vanishing American Corporation* by acclaimed organizational theorist Gerald Davis, presenting it as a compelling narrative of how globalization, digitalization, outsourcing and other changes in production are transforming US corporations. Davis's analysis points to the disappearance of traditional corporate structures, and point to the implications of such disappearance for the nature of organizations, work and markets. At the end of the second issue, researchers and other interested readers will find two interesting and insightful reviews about two books on South Korea, a nation that has undergone a remarkable transformation. In three decades, the country changed from an aid-receiving nation to an advanced, rich, aid-granting nation – and built powerful global brands. Both reviewers, Hong (2016) and An (2016) are deeply knowledgeable about Korean culture, so the reviews offer professional as well as personal insights.

Some Future Plans

We plan to devote a special issue of MGDR in 2017 to the analysis of current conditions in Turkey. We asserted above that MGDR is positioned well to steer a course through the stormy seas of change. We think that current economic and political transformations in Turkey represent major exemplars of such changes. Many issues we intend to investigate in depth within the scope of MGDR become crystallized in this neoconservative, neoliberal socio-political laboratory torn apart between East and West. Turkey started the long 20th century as a new nation that disinherited its imperial past and adopted a new cultural and political identity. Early years of the Turkish Republic had been a textbook example of the state sponsored modernization and industrialization attempts of a non-aligned nation. Turkey's political direction shifted towards the West in the postwar years, particularly with its NATO membership in the 1950s. After three military interventions, Turkey found itself heading toward a full-blown laissez faire economy with crippled democratic institutions, suppressed labor movements, and nationalist hegemonic culture in the 1990s. Its populist authoritarian government today — culturally ultra-conservative, politically neoliberal, and discursively Islamic-nationalist — is an outcome of reactionary social forces that brewed in this period. Yet, after the repeat elections under a terror campaign in summer 2015, the failed coup attempt of summer 2016 that actually legitimized the government's counter move towards implementing totalitarian measures, and the looming economic

crisis besides the political turbulences seem to be drawing the country further into the storm. Turkey's story is highly representative of neoliberal economic policies forcefully implemented by populist authoritarian governments as a response to failed modernization projects.

For our special issue on Turkey, which will be co-edited by distinguished marketing scholar, also a past ISMD president, Güliz Ger from Bilkent University, we hope and expect contributions from different disciplines such as media, political economy, sociology, and of course marketing – the field that spawned ISMD and MGDR. We encourage submissions by late January 2017 that explore the intersecting concepts of Markets, Globalization, and Development for this special issue, especially those contributions that go beyond the over-emphasized economic dimension and incorporate broader social, political, cultural, and ecological aspects that have major impacts on Turkish everyday context.

Thinking even farther ahead, we are planning a special issue that will feature critical marketing perspectives from Japan. In Japan, there is a long and rich tradition of critical marketing perspectives; but such works are not known to those outside Japan. Our special issue will bring some of the writings of this type from Japan to the English-reading world.

An Invitation to Engage with MGDR

Any journal is only as good as its readers, authors, editors and reviewers want it to be. MGDR is committed to representing global voices (especially those not finding their way into western journals), striving for interdisciplinary perspectives, and an openness to varied positions in theoretical and political terms. We invite readers and current and potential authors to engage with the available content of MGDR, and to propose novel directions that would make the journal interesting and influential. We are keen on exploring understudied topics, demographics, and problematics, and some of our special issues in the future will be dedicated to such explorations. We are also open to innovative methodological approaches; we believe innovative research practices do not compromise our academic standards but enrich/contribute to scholarly knowledge. We are aware of the transforming repositories and vessels of scholarly inquiry; we intend to provide space to critical reviews of films and digital media works that bear intellectual quality and deem to be interesting for the readers of our journal. We extend an invitation to likeminded scholars and our readers to participate and contribute actively to MGDR.

Our Reviewers: A Vote of Thanks

Peer-reviewed journals cannot sustain and grow without the dedicated help of reviewers. Of course, in the double-blind review process that

MGDR employs, the specific identities of authors and reviewers for particular papers are not revealed; but the collective effort of our committed reviewers must be applauded. We wish to thank these reviewers, who have helped with the launch of the journal in 2016 and are helping the journal's journey into 2017 and beyond:

- Anthony Beudaert, *Université de Lille - SKEMA Business School – France*
- Aras Özgün, *İzmir University of Economics – Turkey*
- Dicle Yurdakul, *İstanbul Kemerburgaz University – Turkey*
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- Domen Bajde, *University of Southern Denmark – Denmark*
- Ebru Ulusoy, *SUNY Farmingdale State College – USA*
- Eminegül Karababa, *Middle East Technical University – Turkey*
- Handan Vicdan, *Emlyon Business School – France*
- Ian Reyes, *University of Rhode Island – USA*
- Jiyeon An, *University of Rhode Island – USA*
- Kathy Hamilton, *University of Strathclyde – Scotland*
- Romeo V. Turcan, *Aalborg University – Denmark*
- Ruby Roy Dholakia, *University of Rhode Island – USA*
- Samuel K. Bonsu, *GIMPA Business School – Ghana*
- Søren Askegaard, *University of Southern Denmark – Denmark*

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