Co-creating transformative value in marketing analytics

Maria Petrescu¹ · Anjala S. Krishen²

Accepted: 26 January 2022 / Published online: 7 February 2022
© The Author(s), under exclusive licence to Springer Nature Limited 2022

We would like to start 2022 by thanking our amazing editorial board, reviewers, authors, readers, and publishing team for their co-creation efforts during the last years and especially through a difficult 2021. The *Journal of Marketing Analytics* is now included on the Chartered Association of Business School's (ABS) list, as well as on the Australian Business Deans' Council (ABDC) list. The *JMA* is also recently ranked as a Q2 journal in the Econometrics section of Scimago Journal & Country Rank, and Q3 for Marketing, with an H-index of 11. *Journal of Marketing Analytics* CiteScore Tracker for 2021 shows the journal at a value of 3.2, according to Scopus (2022), with an evolution reflected in Fig. 1.

All of our stakeholders have been extremely helpful in this journey and our reviewers deserve special thanks and gratitude for their prompt work throughout the year. In addition to our gratefulness towards all of our reviewers as a collective, we also want to recognize one particular reviewer. The *Journal of Marketing Analytics* would like to commend Professor Dr. Bernd Skiera, Faculty of Marketing from Goethe University Frankfurt, as the Reviewer of the Year 2021, and one of the most helpful and insightful collaborators of our journal. We would also like to announce the *Journal of Marketing Analytics* Best Paper of the Year 2021, entitled, “*Optimizing B2B product offers with machine learning, mixed logit, and nonlinear programming*,” by John V. Colias, Stella Park, and Elizabeth Horn, from our September issue. Colias et al. (2021) focus on new methodologies that apply the latest developments in machine learning

and modeling to solve complex problems in the world of business-to-business transactions.

Some of the top Google queries related to marketing analytics focus on digital and data analytics, marketing analytics tools, customer marketing analytics, content marketing analytics, and marketing analytics jobs. The question, “what is marketing analytics?” is still popular, while other queries of interest include B2B, sales, big data, and predictive analytics (Google Trends 2022). These dimensions emphasize the diverse and complex environment of marketing analytics, intertwined with numerous aspects of business activity and strategies, from digital content to sales, B2B transactions, and forecasting. In previous editorials, we also discussed the multidisciplinary characteristics of marketing analytics that exhibit the need for greater creativity and collaborative work between academics and practitioners, university departments, and disciplines (Krishen and Petrescu 2021a; Petrescu and Krishen 2021).

For 2022, we encourage crossing boundaries to focus on co-creation of transformative value when approaching marketing analytics in both research and practice. Our vision for *JMA* includes focusing on the biggest societal problems, especially those of an interdisciplinary nature, such as climate change, social justice, sustainability, prosocial behavior, and equity. In addition, we encourage authors to look beyond the normally sampled populations, and interrogate samples of individuals who are often overlooked by standard research practice (Krishen and Petrescu 2021b). We also recommend researchers to explore a more service-centric, ecosystems approach, that integrates stakeholders from different levels, resources, technology, and the information and knowledge co-creation process (Osborne et al. 2021; Petrescu 2019; Vargo et al. 2020). Such an approach could provide better solutions to previous research and practice questions, including (1) the existential issue on the definition of marketing analytics that still tops Google searches, and (2) the role of marketing analytics in B2B, sales, big data, forecasting, and social causes.

✉ Maria Petrescu
petrescm@erau.edu

Anjala S. Krishen
anjala.krishen@unlv.edu

¹ Department of Business Administration, Embry-Riddle Aeronautical University, Daytona Beach, FL, USA

² Lee Business School, University of Nevada, Las Vegas, Las Vegas, NV, USA

Fig. 1 JMA Scopus CiteScore trend

References

- Colias, J.V., S. Park, and E. Horn. 2021. Optimizing B2B product offers with machine learning, mixed logit, and nonlinear programming. *Journal of Marketing Analytics* 9: 157–172. <https://doi.org/10.1057/s41270-021-00113-y>.
- Google Trends. 2022. Marketing analytics searches. <https://trends.google.com/trends/explore?q=marketing%20analytics>
- Krishen, A.S., and M. Petrescu. 2021. The “Elephant in the Room”: interrogating the sample demographics. *Journal of Marketing Analytics* 9 (4): 263–264.
- Krishen, A.S., and M. Petrescu. 2021. Interdisciplinary research as methodologically and substantively creative. *Journal of Marketing Analytics* 9: 1–2.
- Osborne, S.P., M. Powell, T. Cui, and K. Strokosch. 2021. New development: ‘Appreciate–Engage–Facilitate’—The role of public managers in value creation in public service ecosystems. *Public Money and Management* 41 (8): 668–671.
- Petrescu, M. 2019. From marketing to public value: Towards a theory of public service ecosystems. *Public Management Review* 21 (11): 1733–1752.
- Petrescu, M., and A.S. Krishen. 2021. Focusing on the quality and performance implications of marketing analytics. *Journal of Marketing Analytics* 9: 155–156. <https://doi.org/10.1057/s41270-021-00129-4>.
- Scimago. 2022. *Journal of Marketing Analytics*. <https://www.scimagojr.com/journalsearch.php?q=21100834347&tip=sid&clean=0>
- Scopus. 2022. *Journal of Marketing Analytics*. <https://www.scopus.com/sourceid/21100834347>
- Vargo, S.L., M.A. Akaka, and H. Wieland. 2020. Rethinking the process of diffusion in innovation: A service-ecosystems and institutional perspective. *Journal of Business Research* 116: 526–534. <https://doi.org/10.1016/j.jbusres.2020.01.038>.

Publisher's Note Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Maria Petrescu is an Assistant Professor of Marketing at Embry-Riddle Aeronautical University. Her main research areas include marketing analytics and digital marketing. She has published articles in journals such as *Psychology & Marketing*, the *Journal of Marketing Management*, *Public Management Review*, *Journal of Product and Brand Management*, the *Journal of Retailing and Consumer Services*, and the *Journal of Internet Commerce*.

Anjala S. Krishen is a Professor of Marketing and International Business and Director of MBA Programs at University of Nevada, Las Vegas and has a B.S. in Electrical Engineering from Rice University and an M.S. Marketing, MBA, and Ph.D. from Virginia Tech. She held management positions for 13 years before pursuing a doctorate. As of 2021, she has published over 65 peer-reviewed journal papers in highly ranked journals. In 2016, she gave a TEDx talk (at UNR) titled “Opposition: The light outside of the dark box,” and a UNLV Creates speech entitled “Consuming to Creating, Watching to Doing, Seeing to Being.” To date, she has completed over 65 marathons, seven ultramarathons, and five 100 milers and has a black belt in Taekwondo.