

MULTINATIONAL MARKETING ISSUES REFLECTED  
IN ACADEMIC AND PROFESSIONAL JOURNALS

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This paper reports a part of the larger research project dealing with overall international business curriculum study. Nine major academic and three professional marketing journals were thoroughly examined to determine to what extent and what subjects of international marketing have been reflected and emphasized. Journals published since 1970 were examined.

One of the ways to determine the extent and topic matters covered was to develop a classification of marketing categories reflected in the journal articles. Twenty-two specific international marketing categories have been identified as seen in Table 1. The category list was developed by analyzing the content, emphasis and aspects of the international marketing subjects appeared in the journal articles studied. These categories, then, were used as a base of comparison between academic journals and professional journals. The point of comparison was to see where academicians stand in terms of their involvement in international marketing education, and also to see the gap, if any, between the academic and professional (practicing) communities in this regard.

TABLE 1

Comparison Between Academic and Professional Journals in Marketing (Int'l Marketing Articles Published)

Year	Academic Journals		Professional Journals	
	% articles	% pages	% articles	% pages
1970	3.35	4.97	6.12	5.17
1971	2.38	1.49	7.38	4.62
1972	3.03	3.41	11.63	6.26
1973	3.46	5.45	13.17	5.96
1974	7.97	7.79	17.02	6.82
1975	8.12	6.98	14.69	9.52
1976	3.69	3.68	13.86	8.49
1977	18.75	9.75	16.42	12.83
1978	3.93	2.63	18.11	13.35
1979	1.42	1.44	8.87	13.50
1980	6.13	1.89	11.21	5.97
1981	3.57	4.70	14.45	7.04
1982	5.51	6.02	3.35	8.72
Overall (avg.)	5.49	4.63	12.41	8.33

TABLE 2

Main Categories of International Marketing Topics Published in Academic Marketing Journals (1970-1982)

Category	No.	%
1. Int'l Advertising	30	18.52
2. Comparative Marketing	26	16.05
3. Foreign Marketing Practices	16	9.88
4. Export/Import Marketing	13	8.02
5. Int'l Marketing Strategy	9	5.56
6. Consumer Analysis	9	5.56
7. Gov't Role/Legal/Political	9	5.56
8. Marketing of Services	8	4.94
9. Technological Aspects	7	4.32

TABLE 2 Continued

Category	No.	%
10. MNC's	7	4.32
11. Consumerism	6	3.70
12. Int'l Trade/Marketing	5	3.09
13. Other	5	3.09
14. Market Segmentation	3	1.85
15. Marketing Channel Strategies	2	1.23
16. Marketing Research	2	1.23
17. Social/Societal Response	2	1.23
18. Franchising/Licensing	2	1.23
19. Analysis of a Specific Foreign Market	1	.62
20. Sales Forecasting	1	.62
21. Economic Development in Int'l Marketing	1	.62
22. Marketing of Agricultural Products	1	.62
23. Int'l Marketing Education	0	0
	100	100

TABLE 3

Comparison of International Marketing Topics Published in Academic & Professional Journals (%)

Category	1970-82	
	Academic	Professional
1	17.21	39.55
2	17.67	4.27
3	8.37	2.02
4	6.98	6.29
5	5.58	3.82
6	6.51	2.02
7	6.98	3.82
8	3.72	.90
9	3.26	.67
10	4.19	.22
11	2.79	.45
12	3.26	5.84
13	5.58	3.37
14	1.40	2.47
15	.93	.45
16	.93	.67
17	.93	.22
18	1.40	.90
19	.47	14.61
20	.47	.90
21	1.86	2.70
22	.47	3.37
23	.93	3.82

This is an abstract version. The entire paper is available upon request.