

9-2022

Comments from the Editors

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Recommended Citation

Girard, Tulay, and Anitsal, Meral (2022). Comments from the editors. *Journal of Applied Marketing Theory*, 9(1), i. ISSN: 2151-3236.

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Comments from the Editors:

We welcome you to the current issue of the Journal of Applied Marketing Theory. The objective of Journal of Applied Marketing Theory (JAMT) is to provide a reputable platform for publishing academic research that advances marketing knowledge and offer insights for marketing managers.

In the current issue we are pleased to present five manuscripts that offer unique insights into a number of diverse topics. Each article received praise from our review team and we are happy to have the opportunity to present them to you in this edition of JAMT.

Editors in Chief

Tulay Girard, Ph.D., Pennsylvania State University
Meral Anitsal, Ph.D., Tennessee Tech University

Investigating Consumer Self-Concept in a Niche Retail Market

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Mousumi Bose

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Vaibhav Shwetangbhai Diwanji
Jaejin Lee

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Gary Futrell