

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Empowering Young Scholars to Publish in Top Journals through Editors' Wisdom and the Reviewers' Lens

By



Prof. Ajay Manrai
University of Delaware

Date : 17 Jun 2026 (Wed)

Time : 10:30 am – 12 noon

Venue : M802, PolyU

Abstract

Publishing in high-quality academic journals is a critical milestone in a scholar's career, yet the path to publication is often complex and competitive. This talk shares key insights and practical strategies drawn from editorial experience to help researchers improve their chances of success in the peer-review process. We will explore essential components of a strong manuscript, including developing original research questions, methodological rigor, coherent theoretical contributions, and clearly articulated managerial and societal relevance, especially within global marketing and international business. The session will also address common reasons for desk rejections and provide actionable tips on positioning a paper, responding effectively to reviewer feedback, and navigating the revise-and-resubmit process. While examples are referenced in the *Journal of Global Marketing*, the recommendations will be broadly relevant to various marketing and international business journals.

Prof. Ajay K. Manrai is Professor Emeritus of Marketing at the Alfred Lerner College of Business and Economics, University of Delaware. As Editor-in-Chief of the *Journal of Global Marketing* (Taylor & Francis), a Scopus Q1, Best Quartile journal with a 2024 Scopus CiteScore of 7.7 and a Clarivate ESCI Indexed journal with a Journal Impact Factor of 4.3 in 2024) and former President of the International Management Development Association (2010-2012), Prof. Manrai is a marketing luminary ranked in the top 1% of scholars globally (ScholarGPS 2024). He holds a Ph.D. from the Kellogg School of Management at Northwestern University (ranked 31st in the 2025 World University Rankings), an MBA from the Indian Institute of Management, Ahmedabad, and a B.Tech in Mechanical Engineering from the Indian Institute of Technology, Delhi.

With over four decades of academic experience, Prof. Manrai has held faculty appointments at the Kellogg School, the Wharton School of the University of Pennsylvania (ranked 14th in the 2025 World University Rankings), and the University of Delaware's Alfred Lerner College. He has authored over 150 peer-reviewed publications in high-impact journals, including *Marketing Science* (ABS 2024, 4*), *Journal of Marketing Research* (ABS 2024, 4*), *Journal of International Marketing* (ABS 2024: 3), *Journal of Global Marketing*, *International Business Review* (ABS 2024: 3), *Journal of Business Research*, and *Psychometrika* (ABS 2024: 3).

Prof. Manrai's accolades reflect his impact, including the University-wide Excellence in Teaching Award (1994) and multiple Alfred Lerner College of Business and Economics MBA and EMBA Teaching Awards. As a global academic leader and mentor, he has traveled to over 150 countries across seven continents. He received a Fulbright-Nehru Senior Research Scholar grant (India, 2011) and continues to support the scholarly community through editorial leadership, mentorship, and international engagement.

All interested are welcome.



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



acbm
Asian Centre for
BRANDING & MARKETING
亞洲品牌及市場學中心

Department of
**MANAGEMENT
& MARKETING**
管理及市場學系