



INSTITUTIONS AND ORGANISMS INVOLVED IN THE STUDY OF MARKETING AT INTERNATIONAL LEVEL

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Abstract

Nowadays, marketing is experiencing a great development on both plans - theoretical and practical, at the underlying economic and social processes which manifests worldwide such as globalization, the remarkable progress in technology, deregulation, market fragmentation, the levers of power by clients etc. The universal significance of marketing has encouraged the promotion of knowledge and marketing tools, their penetration in various fields, the diffusion of experience, both in theory and practice. A significant contribution in this respect was brought by the specialized institutions and organizations in marketing, both within individual countries and internationally.

Keywords

Marketing research, marketing institutions and organisms, the marketing discipline, European marketing

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1. Introduction

Today, marketing research is booming, with a strong infrastructure to support universities and professional associations worldwide, such as the American Marketing Association (AMA), Academy of Marketing Science, British Institute of Marketing, European Academy of marketing, Association Française de marketing (AFM), Association Française pour le Developpement des Techniques of marketing (Adet), Romanian Association for marketing (AROMAR), European Society for Opinion and Marketing Research (ESOMAR) and more worldwide (see Table 1).

Table 1. Institutions and entities involved in the study of marketing

Name	Country of origin	WEB
American Marketing Association (AMA)	USA	http://www.marketingpower.com
American Academy Of Advertising	USA	http://www.aasite.org
Association For Consumer Research	USA	http://www.arcwebsite.org
Business Marketing Association	USA	http://www.bma.org
Direct Marketing Association	USA	http://www.the-dma.org
Academy Of Marketing Science	USA	http://www.ams-web.org
Euromonitor		http://www.euromonitor.com/
European Society For Opinion And Marketing Research (ESOMAR)	Holland	http://www.esomar.org

Name	Country of origin	WEB
European Federation Of Associations Of Marketing Research Organisations	Belgium	http://www.efamro.com/
European Marketing Academy	Belgium	http://www.emac-online.org
Federation Of European Direct Marketing	Belgium	http://www.fedma.org
Emc - European Marketing Confederation	Belgium	http://www.emc.be/
Academy Of Marketing	United Kingdom	http://www.academyofmarketing.org
The Chartered Institute Of Marketing	United Kingdom	http://www.cim.co.uk
European Sales & Marketing Association	United Kingdom	http://www.esma.org/
Institut Européen Du Marketing Direct	France	http://www.marketing-direct.net/
Association Française Du Marketing	France	http://www.afm-marketing.org/
Association Française Pour Le Developpement Des Techniques De Marketing (ADETEM)	France	http://www.adetem.org
Institut für Marketing und Management	Germany	http://www.marketingpower.com
Romanian Marketing Association	Romania	http://www.aasite.org

Source: author

The American Marketing Association (AMA) is a key component of the institutional infrastructure for the marketing study. AMA is probably the best known association with a high academic profile and highly

influential in setting the directions for all the marketing studies through regular updating of definitions. Since 2007, the definition of marketing is as follows: *Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.* (AMA, n.d.)

It is obvious that, over the years, the definition of marketing has changed under the new economic and social conditions, through three forms to the latter, which almost certainly will not be the last.

The AMA definitions strongly define marketing as an administrative activity, rather than as a social science or statistics. AMA is not just a marketing association for academics but also for professionals, so perhaps it is no surprise that the managerial factor occupies a central place in the text of the definition.

American Marketing Association is also a very good periodization of marketing history through these definitions that have been modified over more than 80 years. The periodic review of these definitions by AMA reflects the desire to be constantly aware of criticism and new ways of thinking in marketing, although all definitions have management as a central element (Nicolau, 2014).

2. The main journals and institutions with an important role in the marketing activity

The existence of so many organizations and institutions highlights the importance of this area in terms of both practice and theory.

Also at the basis of marketing as a discipline stood a number of journals and magazines, summarized in the table below using the criterion of marketing majors (Hackley, 2009):

	Practice
Marketing viewed as a set of management tools	Journal of Non-Profit and Voluntary Sector Marketing, Journal of Travel and Tourism Marketing, Journal of Financial Services Marketing, International Journal of Bank Marketing, Journal of Political Marketing, Journal of Marketing for Higher Education, Journal of Business and Industrial Marketing, Journal of Fashion Marketing and Management, Journal of Services Marketing, Journal of Retailing, Journal of Business-to-Business Marketing, International Journal of Sports Marketing and Sponsorship, Journal of Research in Marketing and Entrepreneurship, International Journal of Medical Marketing, International Journal of Mobile Marketing, Journal of Direct Marketing, Journal of Health Care Marketing
Marketing as a prominent function of management	Journal of Marketing Research, Journal of Database Marketing and Customer Strategy Management, Marketing Intelligence and Planning, Journal of Advertising Research, Qualitative Market Research – An International Journal, International Journal of Market Research
Marketing in Education	Journal of Marketing Education, Marketing Education Review, Management Learning
Societal marketing	Journal of Public Policy and Marketing, Social Marketing Quarterly, Journal of Business Ethics, Business Ethics – A European Review, Journal of Consumer Affairs, Journal of Consumer Policy, Journal of Macromarketing

Source: (Hackley, 2009)

Table 2. The main journals of marketing at international level

Criteria	Journal
Marketing Management	Journal of Marketing, Journal of Marketing Management, Journal of Strategic Marketing, European Journal of Marketing, Marketing Management Journal
Marketing as social science	International Journal of Research in Marketing, Psychology and Marketing, Journal of the Academy of Marketing Science, Academy of Marketing Science Review, Journal of Consumer Psychology, Journal of Empirical Generalizations in Marketing Science
Marketing from the cultural point of view and as research of the consumer behavior	Journal of Historical Research in Marketing, Consumption, Markets and Culture, Journal of Material Culture
Marketing as a multidisciplinary science	Journal of Consumer Research, Marketing Theory, Journal of Marketing Theory and

Journals that are considered to be the most important worldwide are the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, Journal of Advertising, Journal of Advertising Research, Industrial Marketing Management - and Marketing Science and each of them have a history of over 30 years, all coming from the United States (Sividas & Johnson, 2005).

Many of the other journals listed above, have a much shorter history, some just turned 10 years of existence, reflecting the rapid rise in recent decades of this area and the constantly increasing number of researchers, professors or faculties of marketing. Some of these journals could certainly be classified in several categories, such as Journal of macromarketing which publishes scientific articles on social issues such as the themes of history of marketing; equally, The European Journal of Marketing publishes articles on marketing management, and multidisciplinary research.

Most marketing journals are sponsored by professional associations; for example, Journal of Marketing - one of the highest rated in the world - is published under the auspices of the most important association in the field - the AMA, which also sponsors a series of conferences worldwide. We can give the example also the International Journal of Research in Marketing, published by the European Academy of Marketing (EMAC), Journal of Consumer Research published by the Association for Consumer Research (ACR) and the Journal of Marketing Management published by the UK Academy of Marketing.

Wensley (1995) suggested that, in Europe, only the United Kingdom stands out in particular, though, compared with the United States institutional framework (academic and professional) is much less developed, although The UK Academy of Marketing is one of the best known and respected organizations worldwide. Similarly, The European Marketing Academy, sponsored by The European Institute for Advanced Studies in Management (EIASM) is an association of leading European academic.

The growing interest aroused by a new marketing specialization such as Euromarketing cannot be disputed, especially that it led to the emergence and assertion of profile publications that have gained wide audience. That is the case of European Journal of Marketing, published in 1971 by University Press, Bradford - United Kingdom, which aims to facilitate the access to information for researchers worldwide and to keep them informed of the developments in Euromarketing in a global context. Magazine covers major topics regarding marketing theory development, strategic marketing, globalization, marketing research, marketing communications, consumerism, relationship marketing.

Since 1989 and until now have appeared important reference works covering Euromarketing - in France, Germany, Spain, UK, USA and Italy, Poland etc. - that represented the support of outstanding university courses.

Another prestigious journal, Journal of Euromarketing, published in the U.S. by the Pennsylvania State University, present the results of important research that provides knowledge of the realities of the single European market and across the different European countries, very useful for American exporters. Also in the U.S., Northwestern Michigan College organizes annually in Traverse City, a summer seminar designed particularly for the Euromarketing students and researchers from different fields: economics, marketing, political science, international studies, foreign languages and international economic relations.

2. Romania – theoretical and practical features

In Romania, the creation of the Romanian Association for Marketing (AROMAR) represented a milestone in the implementation of marketing and contributed substantially to the performance of an activity beneficial both for the academic environment and for the economy.

Its main distinguishing features:

- focused on the increase of the awareness of marketing thinking and practice through the widespread promotion of marketing concepts and methods;
- offering consultancy and support for market-oriented companies and consumers;
- collaboration with other marketing organizations and institutes worldwide ;
- organizing training courses;
- promoting the actions and marketing research with a high quality;
- Types of activity:
 - debates;
 - communication sessions and lectures;
 - exchange experiences, information and cooperation;
 - under the aegis AROMAR appears the journal "Marketing Management";
 - edited for a period the AROMAR Bulletin.

To the ensurance of a conducive international business climate also contributes the Romanian Chamber of Commerce and Industry. This is a public non-governmental and non-patrimonial organization, which aims to support the business community, to facilitate any form of dialogue with the state and also with international organizations. The National Chamber of commerce is a member of Eurochambres, ICC (International Chamber of Commerce), ABC (Association of Balkan Chambers of Commerce) - as a founding member, and BSEC (Council of Black Sea Economic Cooperation). In Romania, it operates as a system rather than a single entity since 1864, and the method of operation is established by the Law 335/2007 (Chamber of Commerce).

Through its entire activity, the system of chambers of commerce promotes foreign trade on economic agents, being a catalyst in the implementation of marketing.

3. Conclusions

It is true that marketing is an american "product" and the best quoted journals are from the United States, but European influence begins to make its presence felt. Equally true is the fact that there are differences in the professional and academic marketing between the two styles (American and European) a study conducted by the EMAC revealing that the European academic world do not prefer the style of

American journals (based on modeling econometric) although they recognize the contribution to the development of marketing, because it is not relevant for European managers (they prefer studies that provide information relevant to marketing practice) and does not reflect the Euromarketing's diversity.

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