

LETTER FROM THE EDITORIAL BOARD FOR ACADEMY OF MARKETING STUDIES JOURNAL

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Coronavirus (COVID-19) pandemic is growing exponentially in the whole world. As of today, millions across the globe have been reported infected with this virus. Hence, there is an urgent requirement for conducting academic research on several aspects. While the impact of COVID-19 on consumer buying habits, brands and agencies is largely unknown where new research may help stake holders a lot. There are still many uncertainties as to how the next few months will impact the global community, both professionally and personally, so it is essential to look at both spectrums to make educated decisions regarding marketing world. The Covid-19 crisis is affecting the way that we work and we're all learning how to work more remotely. It may also affect the way we go about conducting research.

This pandemic is leading us all to reflect on how we do things. Researchers should take time to pause and reflect on whether data collection can be postponed. For example, if you're doing a PhD you could focus on desk-based aspects of the research (e.g. literature reviewing, writing up a section of the thesis). Many things about how we work may change as a result of this crisis and how we conduct qualitative research may well be one of them.

How you can be productive if you work on your research project during lockdowns...Two important tips that can help you:

1. **Keep yourself updated:** Remember all those articles, research papers you've bookmarked but never read? Now is the time to revisit your bookmarks or your reference manager, and get some serious reading done.
2. **Focus on writing:** When you are busy in your daily routine work, it is difficult to find time for focused writing. If you're a Researcher, this is a good time to dedicate a few hours to writing a paper.

In current scenario researcher can utilize their time by writing quality research paper or article or case studies. It is equally important to choose reputed journal where it can get published.

The Academy of Marketing Studies Journal (AMSJ) is a highly reputable open access journal that is owned and published by Jordan Whitney Enterprises, Inc & affiliated with the Allied Business Academies. The Editorial Board and the Editors are appointed by the Allied Academies, Inc., a non-profit association of scholars whose purpose is to encourage and support the advancement and exchange of knowledge, understanding and teaching throughout the world. The AMSJ is a journal which allows for empirical, theoretical, or pedagogic issues to be explored.

With 30% of acceptance, AMSJ invites authors and professional to contribute their live and current marketing experiences as theoretical or empirical studies. The journal focuses on disseminating the latest innovative research in the fields of marketing, including but not limited to foreign market network, market opportunities, network competence, branding strategies, personalized e-commerce, e-satisfaction and e-loyalty buying attributes, e-marketing and online fraud, marketing in banking sector, efficient marketing plan, consumer satisfaction and eccentric business communication for study. Your journal seeks academically rigorous papers that will appeal to theoreticians and will also have direct relevance to practitioners in Marketing and related area. Papers that use rigorous qualitative and quantitative methods in the empirical testing of theory and are strongly encouraged.

The AMSJ is publishing innovative and high quality theoretical and applied papers, since 1997. With over 400 articles and 24 volumes the journal has rich collection of quality research. These articles are abstracted/ indexed in reputed and leading research & citation database like ABDC, DRJI, CNKI, Questia, J-Gate, World Cat, Journal TOC & Google Scholar, etc.

Editorial Board

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We look forward to working with the active and vibrant members of the Editorial Board, extensive reviewing panels, and contributors to make AMSJ an accessible and leading outlet for high quality academic, theoretical, and practical research in all areas of marketing, and their relationships to cognate disciplines. All published articles have been double blind refereed. It is our mission to foster a supportive, mentoring effort on the part of the referees which will result in encouraging and supporting researchers. We welcome different viewpoints because in those differences we improve knowledge and understanding.