

Special Issue of International Journal of Market Research:

‘Market Research & Insight: Past, Present and Future’

There is growing interest from academics and practitioners in many countries in understanding the development of market research and insight sectors. For example, in the UK the rapid development of the Archive of Market and Social Research (AMSR – www.amsr.org.uk) reflects interest in understanding ways in which the sector has evolved and influenced commercial practice and public policy. There is also a sense that behind the perception that research practice is being constantly transformed by new technologies there is a need to better understand past knowledge and practice to avoid ‘reinventing the wheel’.

We believe that historical research approaches and methods exploring the past, present and future of market research offer unique insights. These approaches can both deepen our understanding of contemporary market research problems and assist market research practice (Nunan & Yallop, 2019; Schwarzkopf, 2016). For example, historical perspectives have proved invaluable to the development of social research techniques, behavioural research, marketing practices such as segmentation, product management, media and advertising research (Tadajewski & Jones, 2104), as well as market-shaping research (Nenonen *et al.*, 2014), including the contribution of changing social norms to market decline and creation (Baker, Storbacka, & Brodie, 2019) and the way consumers and producers co-create product categories through time (Rosa & Spanjol, 2005).

2021 will mark one hundred years since the founding of the UKs first independent research firm, making a special issue timely. The *International Journal of Market Research* invites submissions for a Special Issue focused on the historical development of market research. The Special Issue Editors welcome submissions that explore features of the development of market/marketing research theory, thought and practice, and also those that consider implications for the present and future. The key aspect is that submissions must adopt a historical approach, drawing on appropriate knowledge from market and social research, insight, and other relevant disciplines.

Papers related to this theme could include, but are not limited to:

- The development of the market research sector and professional identity;
- The development of various elements of research design and methods, and their changes over time;
- The influence and impact of new technologies and innovations within research practice;
- Policies, regulations, research and data ethics, and changes to these areas over time;
- Historical patterns and changes in research practice and process;
- The relationship between academic and practitioner communities, such as through journals and professional bodies in the development of market research thought and practice;
- The role of historical events in changes to research practice;
- The impact of formal and informal institutional elements on markets and market practices;
- The relationship between contemporary theories/perspectives/practices and past historic realities;
- The way market research theory and practice have evolved through history in response to political, social, economic, and technological developments.

We invite contributions in the form of full papers as well as shorter research notes from both academics, practitioners, and former practitioners. Prospective authors can find information on the type of articles published and manuscript guidelines at <https://us.sagepub.com/en-us/nam/international-journal-of-market-research/journal203424#submission-guidelines>

This Special Edition is currently proposed for September 2021, and the deadline for submissions is 30th June 2021. If you are unsure about the suitability of your topic or have any questions regarding a submission, please contact the Special Issue guest editors.

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