

SIM ANNUAL REPORT 2025

Società Italiana Marketing - Italian Marketing Association

SIM Identity and Mission

The Società Italiana Marketing (SIM) is a non-profit scientific association founded in 2003 to promote and disseminate marketing culture in universities and businesses. Its mission is to support scientific advancement, strengthen dialogue between academia and practice, and contribute to a more responsible, inclusive and socially relevant understanding of marketing.

This orientation is expressed in SIM's institutional payoff, *"Working together for a better marketing"*. The payoff reflects a participatory and collaborative approach to knowledge creation, professional development and public engagement. It also signals SIM's commitment to generating actions and initiatives that can produce value not only for the academic community, but also for organisations, students and society at large.

In 2025, SIM counted 710 members, representing a nationwide academic network, and engaged a digital community of more than 13,700 stakeholders, a figure that continues to grow steadily.

- Values and Commitment to EU Principles

SIM operates in line with the core values of the European Union, and in 2025 addressed these priorities through an integrated set of research, training, dissemination and networking activities. The association's collaborative ethos, captured by *"Working together for a better marketing"*, shaped the way SIM engaged academics, professionals, students and external stakeholders in co-creating knowledge and socially relevant practices.

- Stakeholders

SIM engages a broad and diverse ecosystem. Its primary stakeholders include academic faculty, researchers, doctoral students, junior scholars and master/university departments across Italy. At the same time, SIM works with companies, managers, communication professionals, editorial partners, media actors and students involved in educational and competitive initiatives.

SIM's extensive academic network is complemented by international linkages. The association includes international members and maintains active collaborations with major European marketing associations, including its French and Spanish counterparts, thereby reinforcing its transnational dimension and capacity for knowledge exchange.

This multi-stakeholder model is central to SIM's identity. It allows the association to function not only as a scientific innovation but also as a platform where different actors can interact, exchange expertise and build common agendas around eleven topics: International Marketing, Consumer Behaviour, Marketing Communication & Branding, B2B Marketing, Retailing Sales & Trade Marketing, Tourism Culture & Arts Marketing, Technology & Innovation Marketing, Digital Marketing, Sustainable Marketing & Inclusivity, Services Marketing, Marketing Cases.

Activities and Social Value Generated

- Scientific conferences, congresses and public events

Throughout 2025, SIM organised and supported a wide range of scientific and public events. The flagship initiative was the **XXII SIM Conference**, hosted by Università Parthenope in Naples from 10 to 12 September 2025, and dedicated to frontier topics in marketing and competitiveness, focused on **"The Marketing-Innovation Nexus"**. The annual conference included plenary sessions, parallel sessions, workshops and community-oriented moments, and presented SIM's new projects and future perspectives, with more than 400 participants. The conference programme also included the plenary session on "SIM projects and perspectives", workshops and sessions dedicated to members, and the "Meet the Editor" initiative with editors from leading international journals.

Alongside the annual conference, SIM supported national congresses, general meetings, thematic workshops and events dedicated to specific communities, including Junior Faculty, Mid-Career scholars and professionals. Overall, the association organised or supported about 15 events during the year, reaching and actively engaging more than 1,000 participants across academic, professional and public audiences. These events generated social value by creating spaces for discussion, peer learning and collective reflection on issues such as Mar-Tech frontiers, inclusion, responsible communication and the societal impact of marketing.

- Education, training and capacity building

SIM dedicates time and resources in educational projects such as *SIM Marketing for Good* and *Premio Marketing*, highlighting the association's role in promoting socially impactful marketing practices.

A cornerstone of SIM's societal and educational impact is the annual **Premio Marketing SIM**, a historic initiative that has run for 37 years. Over the years, the competition has successfully engaged more than 341,000 students and consistently provided valuable national market research. Serving as a vital bridge between academia and the corporate

world, the 2025 edition challenged university students across Italy with the “Regionale” case by Trenitalia. Participants were tasked with redefining the positioning and brand image of regional rail transport and generating actionable value propositions.

SIM Marketing for Good is the digital challenge promoted by the Italian Marketing Association (SIM), engaging university students from across Italy in projects aimed at fostering social change and bringing to life the mission “Working together for a better marketing”. Launched in 2024, the competition supports non-profit organisations and social causes while demonstrating how marketing can generate positive societal impact. The first edition was developed in collaboration with Banco Alimentare, focusing on food respect and the value of giving, while the second edition 2025 addressed awareness of multisensory disabilities in partnership with Lega del Filo d’Oro.

Another central dimension of SIM’s work in 2025 was the provision of continuous training opportunities. The association ran a structured programme including SIM Webinar Series, SIM Seminar Series, the **Doctoral & Research Colloquium**, the **SIMA-SIM-BAM School of Research Methods**, and Meet the Authors. These activities are explicitly presented by SIM as part of its ongoing offer for the continuous updating of members.

The **SIM Doctoral Colloquium** offers doctoral students in marketing an opportunity to meet and discuss their research projects and results with leading academics in the field. It aims to support young scholars in developing their dissertations by strengthening the theoretical, methodological, and practical relevance of their research. In 2025, the SIM Doctoral Colloquium was held at the University of Bologna's Rimini Campus. The SIM Colloquium Faculty included Marco Visentin (Università di Bologna), Irene Scopelliti (Bayes Business School, City University of London), and Charles Hofacker (Florida State University). The International Faculty included Kristin Diehl (University of Southern California), Gabriele Paolacci (Erasmus University), and Ana Valenzuela (City University of New York). The Best Advanced Project Proposal Award was assigned to Zhuliang Liu (University of Leeds), while the Best Early Project Proposal Award was awarded to Haana Hamidi (Università di Bergamo).

Other joint initiatives between SIMA, SIM and BAM include training courses and programmes for students, professionals and managers, taking a practical and innovative approach to develop managerial skills and foster innovation and professional development. The **SIMA-SIM-BAM School of Research Methods** programmes offered in 2025 included: Winter Edition “Academic Writing” (Pisa, 22nd - 25th January 2025); Inside the Academic Editorial process “How to Improve Your Skills to Perform a ‘Perfect’ Paper Review” (online, February 14th - March 10th, 2025); Summer Edition “In-depth Interview” (Florence, July 2-4 2025); Digital Academy “Elementi base di informatica e Introduzione a Python” (online, 22 Nov - 13 Dic 2025).

The **SIM Seminar and Webinar** format is designed to involve international scholars and SIM researchers in discussions on current marketing topics. Across the year, SIM delivered ad-hoc training and capacity-building activities, reaching over 500 direct participants. Topics included digital and consumer behaviour, innovation in marketing, sustainability, research methods, publishing, AI ethics, misinformation and inclusive service research. Particular attention was devoted to the innovation dimension linked to artificial intelligence. SIM activities addressed the role of AI in marketing and communication, including the risks of algorithmic bias, the reproduction of stereotypes in digital systems and the ethical implications of automated content creation. The SIM Seminar and Webinar, SIM Meet the Author, and SIM Talk events organized by SIM for 2025 are listed below.

- **SIM Seminar and Webinar**

- Giandomenico Di Domenico, Federico Mangiò and Andrea Girelli, *Fake News and disinformation: impacts on Communication and Branding*, 11 April 2025 – organised by Daniela Andreini and Michela Mason
- Francesca Valsesia, Giovanni Luca Cascio Rizzo and Gianluca Perelli, *Online consumer behavior: Novel insights for branding and influencer marketing*, 20 May 2025 – organised by Alessandro Peluso and Rebecca Pera
- Linda Alkire and Alessandro Lizzi, *Transformative Service Research: Bridging Academia and Business for Inclusive and Sustainable Impact*, 18 November 2025 – organised by Barbara Masiello and Giovanna Pegan.

- **SIM Talk**

- Revolutionizing Retail: The Power of Generative AI in Retail Media, Bologna 29 October 2025 – organized by Gabriele Pizzi and BITBANG.

- **SIM Meet the Author**

- Giuseppe Musarra, 28 February 2025
- Anastasia Nanni, 28 March 2025
- Ilaria Baghi and Paola Antonetti, 28 April 2025
- Alessia Anzivino and Roberta Sebastiani, 22 May 2025
- Alessandro Biraglia, 25 June 2025.

- **Other events with SIM patronage**

- Corporate Heritage Awards, final ceremony Confindustria Roma 18 November 2025.
- Made in Italy Academy, Roma 27 November 2025

- CIMaR 2025: Transformative Marketing - Driving Business and Societal Change, Pavia 19-22 May 2025
- OnemorePack Forum 2025, Napoli 6 June 2025
- Richmond Marketing Forum 2025, Gubbio 15-17 June 2025
- Viaggio in Italia: Bellezza, creatività e competitività del turismo e della cultura made in Italy nell'era della ripresa. Presentazione del IV Rapporto di Ricerca The Power of Generative AI in Retail Media, Roma 28 October 2025
- BTO 2025, Firenze 11-12 November 2025.

- **Research infrastructure and editorial initiatives**

SIM continued to strengthen its research infrastructure through multiple research and editorial initiatives. These include the **Italian Journal of Marketing (ITJM)**, the **ITJM Blog**, **SIM-SIMA Management & Marketing Cases**. In 2025 a new service was launched: the **SIM Forum** as a digital space for interaction between users and mentors in thematic rooms designed to facilitate dynamic knowledge sharing. It also highlighted the ITJM Blog and the launch of the SIM Monograph Series “Prospettive di Marketing” with Pearson, which foresees about ten peer-reviewed monographs per year with ISBN, supported by a scientific committee and a reviewers’ board.

These initiatives show SIM’s ability to combine research production, editorial dissemination, and community building. They also reinforce its capacity to translate academic knowledge into formats useful to a wider audience (see the 2025 ITJM Report in Appendix 1).

- **Awards, scholarships and support to research excellence**

In 2025, SIM confirmed its commitment to supporting researchers at different stages of their careers. The conference plenary presented **Ricerca “X SIM”**, including the “**Bilendi X SIM**” award for Junior Faculty and the “**Norstat X SIM**” award for Mid-Career scholars. These initiatives support research competitions by offering free data collection for selected projects, one focused on consumer data and the other on B2B data. The first edition held in 2025 presented the selected winning projects and the evaluation criteria applied, demonstrating SIM’s commitment to originality, methodological rigour, and both scientific and managerial impact.

- Winning “Bilendi X SIM” project in 2025 “*From takeaway to take-a-plant: consumer perception of plantable packaging for urban street food*” by Settimio Ziccarelli and Donata Tania Vergura, University of Parma
- Winning “Norstat X SIM” project in 2025 “*Corporate activism and relational value in B2B: How the type of activism influences risk perception and value judgments among SME decision-makers*” by Barbara Francioni, Marco Cioppi, Ilaria Curina, Mauro Dini and Roberta De Ciccio, University of Urbino “Carlo Bo”.

To promote excellence and rigour in research and scientific dissemination, SIM implemented a system of recognition and support initiatives, including the **Best Paper Awards**, the **PhD Thesis Award**, the **SIM/BNL Scholarships**, and other prizes (**Premio Stefano Pace**, and **Premio Lucio Sicca**) embedded within its governance and research structures. For instance, recognition of socially relevant research was also visible in the 2025 PhD thesis award, which highlighted work on marketplace inclusivity and accessibility for people with disabilities. In 2025 SIM awarded the following authors and research projects:

- SIM Best PhD Thesis Award 2025 to Musa Essa: "*Marketplace inclusivity and accessibility for people with disabilities*"
- SIM Conference Best Paper Award 2025 to Musa Essa, Annamaria Tuan, and Marco Visentin: "*Greenhushing on Online Delivery Platforms: To disclose or not to disclose green cues?*"
- 2025 Premio Stefano Pace to Anna Boncompagni, Diego Gabriele Coppola, Martina Bocchini, and Luca Corinaldesi: "*Beyond Neophobia: An Integrative Model of Psychological Factors Influencing 3DPF Acceptance*"
- 2025 Premio Lucio Sicca to Sofia Laudani, and Maria Grazia Cardinali: "*Cambiano le norme, cambiano le scelte: l'influenza delle norme sociali descrittive dinamiche sulle preferenze*"
- 2025 SIM/BNL Scholarships to: Martina Columbano, Maria D'agostini, Annarita, Colamatteo, Gabriele Murtas, Valentina Mazzoli, Antea Gambicorti, Mihaela Giannelli, David Maria D'acunto, Muhammad Muzamil Sattar, Giacomo Bagna.

In 2025, SIM also reinforced two dedicated communities: SIM Junior Faculty and SIM Mid-Career. The former provides a space for early-career researchers to stay connected and access support opportunities, while the latter is designed for scholars in the post-tenure or near-tenure phase, combining survey-based listening, climber community, workshops and peer exchange. **Junior Faculty** events included:

- Junior Faculty Climber Community Meeting, 3rd edition, Campus di Rimini, University di Bologna, during the D&R Colloquium - Paper Development Workshop with Shankha Basu (Leeds University), Charles Hofacker (Florida State University), Francisco Villaroel Ordenes (University of Bologna), 19-20 June 2025
- How to navigate Theory in Marketing & Consumer Behavior Research, with Fleura Bardhi e Peeter Verlegh, during SIM Conference, Napoli 12 September 2025.

Through the **Junior Faculty Climber Community (JFCC)**, the initiative promotes networking, peer collaboration and the development of research projects among PhD candidates, post-docs and early-stage researchers.

The **SIM Mid-Career** initiative was launched during the workshop held at the September 2025 SIM Conference, with the aim of supporting mid-career scholars within the Italian

Marketing Association through networking, research development and academic guidance activities. Based on a survey involving mid-career SIM members, the initiative identified key challenges related to balancing research productivity, teaching and academic responsibilities, while also strengthening opportunities for collaboration and publication.

These initiatives demonstrate that SIM does not limit its action to event organisation, but invests in long-term community development and peer support.

- **Engagement with professionals, companies and society**

SIM continued to strengthen its bridge between academia and practice through SIM Professional (**SIM PRO**), a community dedicated to bridge the gap between academics, professionals and companies. SIM PRO is a space of exchange between the academic world and businesses, supported by a new working group including professionals from companies, communication, social and web marketing, sales and executive education.

The new SIM PRO brochure for professionals and businesses states that SIM communicates to different targets through three websites – the official SIM site, the Premio Marketing site and the ITJM site – and through LinkedIn, Facebook, a blog and YouTube, generating tens of thousands of monthly impressions (see Appendix 2 for digital analytics details). This demonstrates SIM's capacity to work across academia, business and public communication ecosystems, which is especially relevant for projects dealing with media narratives, advertising and stereotype change.

The **SIM "Marketer of the Year" Award** recognises outstanding business and marketing leaders who embody the values of responsible, innovative and socially relevant marketing promoted by the Italian Marketing Association. The 2025 MoY award was presented to Ester Gazzano, Head of Marketing Europe at Spotify, in recognition of her ability to combine global marketing strategies with strong sensitivity to local cultural and territorial contexts, contributing significantly to Spotify's growth and brand positioning across Europe.

- **Communication, Media and Public Engagement**

Public engagement represents a core pillar of SIM's mission and is structured as a continuous activity aimed at disseminating marketing knowledge beyond the academic community. SIM has developed a dedicated Public Engagement ecosystem including podcasts, articles, expert commentaries, case studies and video content derived from events and interactions with managers and professionals. This ensures that research outputs are translated into accessible formats for a broader audience.

During 2025, selected articles and contributions were published in national and professional outlets, enhancing the dissemination of marketing knowledge and increasing the visibility of academic research among a broader audience:

- “*Social, testo su foto per emergere. Ma attenzione a bilanciare i formati o si ha l'effetto contrario*”, Stefania Farace, Francisco Villarroel, Dennis Herhausen, Dhruv Grewal and Ko de Ruyter, *Italia Oggi*, Marketing Section, 4 January 2025.
- “*Marketing, per svilupparsi nel futuro bisogna recuperare anche il passato*”, Daniele Dalli, University of Pisa, *Italia Oggi*, Marketing Section, 9 September 2025.
- “*Effetto Sinner. Cosa i manager possono imparare da un campione silenzioso*”, Cesare Amatulli and Matteo De Angelis, *Harvard Business Review Italia*, November 2025.
- “*Recensioni online, la generazione Z si affida all’AI*”, Lawrence Paul Cabrera, Alice Mazzucchelli, Domitilla Magni and Roberto Chierici, *Italia Oggi*, Marketing Section, 31 December 2025.

SIM maintains a strong presence in the media landscape. Its members regularly contribute to leading outlets and collaborate with major editorial platforms. These contributions address key societal challenges such as artificial intelligence, misinformation, inclusion and ethical communication. This visibility is further supported by a dedicated press review that compiles external media coverage of SIM’s initiatives.

Digital communication further amplifies these activities. Through its website, social media and online platforms, SIM engages a community of over 13,000 stakeholders, supporting dissemination, engagement and impact at scale. In line with its guiding principle “*Working together for a better marketing*”, public engagement is conceived as a participatory process that fosters dialogue, critical reflection and collective awareness.

Governance and Accountability

SIM operates through a structured governance system articulated around the General Assembly, which elects the Council of Presidency every three years, together with the President, Vice-President, Secretary General and statutory bodies. The current Council of Presidency for the 2024–2027 term was elected on 16 May 2024. The current Council of Presidency includes 18 members: the President, Vice-President, Secretary General, 12 members listed as councillors and auditors, and 3 additional members, including the Editor-in-Chief of ITJM, the President of the Premio Marketing and the former President.

SIM’s governance supports the coordinators of thematic sections and works alongside the Steering Committee, the SIM Junior Faculty, and the SIM Mid-Career. Scientific activities are also supported by 24 thematic coordinators, organised in 12 tracks, who enjoy broad initiative in proposing activities for their sections.

At the territorial level, SIM functions as a distributed community spanning a wide range of universities and companies in Italy and beyond. This network is supported by around 50 local representatives, whose role is essential in fostering participation, strengthening

engagement and ensuring the association's presence across diverse academic and professional contexts.

Furthermore, SIM operates within an extensive **network of university master's programmes in marketing and related disciplines** throughout Italy, promoting collaboration between the academic world, students and the professional community, whilst supporting advanced training and managerial development in the field of marketing. In particular, this network has included:

- Master Universitario in Marketing Management, MUMM - Sapienza Università di Roma
- Master in Marketing Management - Università Cattolica di Milano
- Master in Marketing Management - Università di Pisa
- Master Marketing Management - Università di Milano Bicocca
- MIMM Master International in Marketing Management - Università Cattolica di Milano
- Master Media & Communication - Università Tor Vergata Roma
- Master in Digital Marketing - Università degli Studi di Udine
- Master in Digital Business Development - Università di Bergamo
- Master Marketing & Retail Management - Università di Cassino e del Lazio Meridionale
- Master Marketing Management per l'Impresa Internazionale - Università di Bergamo.

To carry out many of its activities, SIM collaborates with sponsors and partners that support its research, education, and dissemination. In 2025, these included: Dole Foods as main sponsor of Premio Marketing; Bilendi, Norstat in support of research projects; Pearson and Springer as editorial partners.

Capri, Caputo, Findus, Grimaldi and Pepsi has been main sponsors of the XXII SIM Conference 2025; Caffè Nonna, Carpisa and Marinella as technical sponsors; Egea, Giappichelli and McGraw-Hill as editorial sponsors of the SIM Conference.

SIM operates in Italy within an integrated model of national collaboration with the Italian Management Society — SIMA — and the Italian Academy of Business Administration and Management — AIDEA. This model aims to ensure coordination among the scientific societies in the business and management area and to promote projects, activities, and services for the benefit of the entire Italian academic community in this field. The partnership also promotes scientific debate, supports conferences and professional exchange initiatives, and strengthens the representation of the marketing academic community within institutional and evaluation bodies, fostering alignment and cooperation among the three associations.

Moreover, SIM's international dimension is reflected in its active participation in global academic networks and conferences. In 2025, the association contributed to international scientific debate by organising joint symposia with global research networks, such as its collaboration with GAMMA at the Global Marketing Conference in Hong Kong. This engagement demonstrates SIM's role in fostering international knowledge exchange and integrating the Italian marketing research community into the global scientific landscape.

More broadly, SIM's extensive academic network is strengthened by international connections, including collaborations with other national marketing associations, such as the Association Française du Marketing (AFM) and the Asociación Española de Marketing Académico y Profesional (AEMARK), as well as with the Academy of Marketing Science (AMS), including joint initiatives, conference collaborations and scientific exchange. SIM also includes international members within its community. This international positioning enhances SIM's capacity to contribute to transnational projects and to ensure the transferability of results across different European and global contexts.

Impact Measurement

The impact of SIM's activities in 2025 can be observed across several dimensions. SIM counted 710 members in 2025 and operated through a nationwide academic network reaching more than 100 universities. Its broader digital community exceeded 13,100 national and international stakeholders, confirming ongoing growth in visibility and engagement. The organisation carried out or supported an estimated 15 events over the year 2025, while training and capacity-building initiatives exceeded 20 activities. Cumulative participation across events and programmes surpassed 1,000 participants.

The 2025 SIM Premio Marketing, "Regionale" case by Trenitalia, competition successfully engaged over 2,000 students across 31 Universities, resulting in the submission of 987 team projects. Beyond the competition itself, Premio Marketing significantly enhances graduate employability, as companies highly value this hands-on experience in the CVs of young professionals.

In 2025, SIM significantly expanded its social footprint through the *SIM Marketing for Good* digital competition, held in partnership with *Lega del Filo d'Oro*. Across its Spring and Winter editions, the initiative successfully engaged 770 participants from 30 different universities. Students co-created 2,213 Instagram stories to raise awareness about deaf blindness and support the purchase of visual stimulation visors for individuals with residual vision. This campaign achieved remarkable digital visibility, driving 10,404 unique visits to the foundation's landing pages and reaching a potential audience of 709,101 contacts (reach).

SIM's official publication, *The Italian Journal of Marketing* – formerly known as *Mercati & Competitività* founded in 2004 – plays a pivotal role in shaping the global marketing debate relevant to both profit and not-for-profit decision-makers. In 2025, the journal demonstrated remarkable international standing according to SCImago Journal Rank metrics. It solidified its position in the prestigious Q2 quartile for the Marketing subject area, achieving an SJR of 0.865. The journal's sustained academic influence is further evidenced by its H-Index of 17 and a consistent upward trend in citations per document, peaking in 2025. [More details on the ITJM Annual Report are in Appendix 1.]

Finally, a substantial share of activities explicitly incorporated inclusion and social impact perspectives. More than one third of SIM's visible 2025 initiatives addressed themes connected to inclusion, accessibility, representation, ethical communication, or responsible innovation. These results show the effectiveness of a collaborative model that produces both scientific value and social value.

Future Commitments

Looking ahead, SIM intends to strengthen its engagement in research projects, further developing initiatives linking research, media, communication and society. Particular attention is likely to be given to multi-stakeholder and transnational collaboration, to the role of AI and digital systems in shaping representation, and to collaborative approaches that can challenge stereotypes and support more inclusive communication environments.

Conclusion

The 2025 Annual Report shows SIM as a mature and multifaceted organisation that combines scientific quality, educational capacity, editorial innovation, public engagement and stakeholder collaboration. By operating under the principle "*Working together for a better marketing*", SIM has built an ecosystem that generates value through conferences, training, mentoring, awards, research platforms, public communication, and partnerships with professionals and organisations.

- Appendix 1: Italian Journal of Marketing Annual Report 2025

Appendix 1

Italian Journal of Marketing (ITJM)

Annual Report 2025

In 2025, the Italian Journal of Marketing, published by Springer Nature, continued its path of scientific consolidation and strengthening of its international visibility, achieving positive results in editorial output, impact indicators, and dissemination activities.

Editorial Activity

During 2025, the journal published:

- 19 articles across 4 issues, including 6 Open Access articles.
- A figure substantially stable compared with 2024, during which 18 articles were published (including 3 Editorials and 1 Obituary), of which 10 were Open Access.

In addition, the journal recorded:

- 259 submissions, compared with 101 in 2024, representing an overall increase of +156.44%;
- 151 rejections, compared with 56 in 2024. The figure includes all forms of editorial rejection, not only desk rejections.

Overall, these data confirm the continuity of the journal's consolidation process and its growing attractiveness within the scientific community.

Internationalisation of the Journal

With reference to the geographical origin of authors, the journal recorded a further strengthening of its international dimension:

- 9 out of 19 articles include at least one author affiliated with a foreign institution;
- In 2024, the number of articles including at least one international affiliation stood at 7.

However, there remains a slight contraction in international collaborations in terms of co-authorship:

- The percentage of international collaborations decreased from 30% in 2024 to 26.32% in 2025;
- The reduction amounts to 3.68 percentage points.

This figure suggests that the growth in the number of authors affiliated with foreign institutions has not been matched by a proportional increase in genuinely international research teams.

Scientific Impact and Bibliometric Indicators

In 2025, the Italian Journal of Marketing recorded significant growth in its main scientific impact indicators.

Citations

- 344 citations in 2025, compared with 287 in 2024;
- Overall increase of +19.86%;
- Reduction in self-citations:
 - 14 self-citations in 2024;
 - 4 self-citations in 2025.

The increase in citations, combined with the reduction in self-citations, highlights the journal's growing relevance within the international scientific debate.

Bibliometric Indicators

- Scimago Journal Rank (SJR):
 - 2025: 0.865
 - 2024: 0.71
 - Variation: +21.83%.
- CiteScore 2025 (updated data as of April 2026):
 - 2025: 7.4
 - 2024: 6.3
 - Variation: +17.46%.

Overall, these indicators confirm the journal's progressively strengthening scientific positioning.

Downloads and Digital Visibility

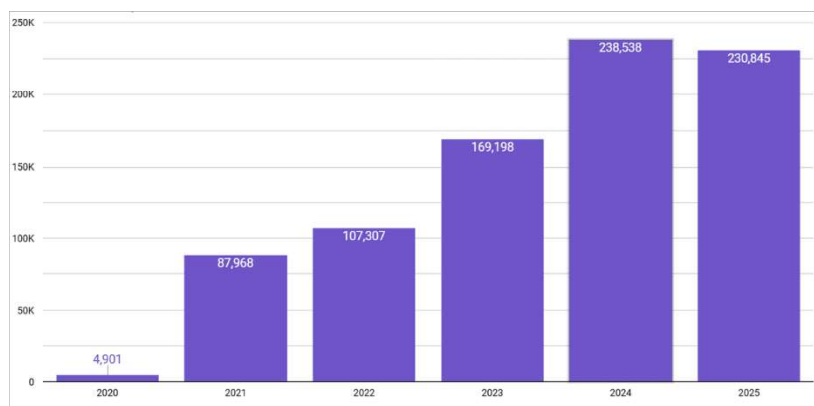
In 2025, articles published in the Italian Journal of Marketing recorded a total of 230,845 downloads.

The download trend highlights particularly significant growth in the journal's visibility over the medium term:

- 2020: 4,901 downloads
- 2021: 87,968 downloads
- 2022: 107,307 downloads
- 2023: 169,198 downloads
- 2024: 238,538 downloads
- 2025: 230,845 downloads.

The graphical representation is provided in Figure 1. Although a slight decline was recorded relative to the 2024 peak (-3.23%), the 2025 figure confirms extremely high consultation levels and significantly higher visibility than in the 2020–2022 period, further consolidating the journal's international visibility.

Figure 1. ITJM Article Downloads



Most Downloaded Articles

The analysis of downloads also highlights the Italian Journal of Marketing's ability to publish contributions that generate significant and sustained impact within the international scientific community.

In 2025, the most downloaded articles were the following:

1. *“Conceptualising and measuring social media engagement: A systematic literature review”* (2021), by Mariapina Trunfio and Simona Rossi – 28,358 downloads
2. *“How digital technologies reshape marketing: evidence from a qualitative investigation”* (2023), by Federica Pascucci, Elisabetta Savelli and Giacomo Gistri – 27,486 downloads

3. *“Developing persuasive systems for marketing: the interplay of persuasion techniques, customer traits and persuasive message design”* (2023), by Annye Braca and Pierpaolo Dondio – 22,915 downloads
4. *“Digital transformation and marketing: a systematic and thematic literature review”* (2023), by Marco Cioppi, Ilaria Curina, Barbara Francioni and Elisabetta Savelli – 11,777 downloads
5. *“Cultural dimensions in online purchase behavior: Evidence from a cross-cultural study”* (2021), by Francesca Pratesi et al. – 10,290 downloads
6. *“Machine learning and artificial intelligence use in marketing: a general taxonomy”* (2022), by Andrea Mauro, Andrea Sestino and Andrea Bacconi – 6,784 downloads
7. *“The phygital transformation: a systematic review and a research agenda”* (2023), by Cristina Mele, Tiziana Russo Spena, Marialuiza Marzullo and Irene Bernardo – 6,694 downloads
8. *“Does user-generated content influence value co-creation in the context of luxury fashion brand communities? Matching inclusivity and exclusivity”* (2024), by Vincenzo Basile, Amélia Brandão and Mariana Ferreira – 5,992 downloads
9. *“Marketing in the era of COVID-19”* (2020), by Janny C. Hoekstra and Peter S. H. Leeftang – 5,469 downloads
10. *“Getting the most from E-commerce in the context of omnichannel strategies”* (2021), by Valeria Belvedere, Elisa Martina Martinelli and Annalisa Tunisini – 5,047 downloads

The data highlight the journal's particular ability to intercept topics of high scientific and managerial relevance, especially with reference to digital transformation processes, social media engagement, artificial intelligence, omnichannel strategy and consumer behaviour.

It is also noteworthy that the most downloaded articles are predominantly Open Access contributions and, in several cases, systematic literature reviews or theoretical-conceptual articles, confirming the strong ability of such contributions to generate wide dissemination and international visibility.

ITJM Communication and Social Media Activities

Scientific dissemination and digital communication activities, primarily conducted on LinkedIn, achieved particularly positive results.

Growth of the LinkedIn Community - Followers of the official page:

- 1,436 in December 2024;
- 2,082 in December 2025;
- Overall growth: +45.01%.

During the year 2025:

- 34 posts were published;
- With an average of approximately 3 posts per month.

Italian Journal of Marketing – The Blog

From January 2025, the journal also launched the project “Italian Journal of Marketing – The Blog”, aimed at strengthening the dissemination of scientific content towards both the academic and managerial communities.

During the year, 28 contributions were published, structured as follows:

- 1 editorial authored by the Editor-in-Chief and the Associate Editors;
- 5 Writing Tips, dedicated to interviews with leading international scholars;
- 3 Coffee Break contributions, featuring interviews with managers conducted by academics on the basis of research published in the journal;
- 19 Research in Action contributions, focused on the managerial reinterpretation of scientific articles published in the Italian Journal of Marketing.

The initiative, promoted primarily through LinkedIn, generated:

- More than 3,000 clicks on article links;
- A particularly significant impact was generated by the launch editorial of the project.

Editorial Governance and Future Perspectives

The journal continues to strengthen its international positioning also through the renewal of the Editorial Board and, in particular, through the contribution of the Associate Editors:

- John B. Ford
- Angela Paladino
- Felipe Pantoja
- Marco Visentin
- Lia Zarantonello.

Their presence contributes to the dissemination of the journal's initiatives across international contexts and to strengthening the scientific reputation of the Italian Journal of Marketing.

However, the need to involve the scientific community — both Italian and international — in an increasingly active manner remains strategic, so as to further consolidate its role as a driver of dissemination, dialogue, and the journal's collective growth.

ITJM Overall Assessment

Overall, the Italian Journal of Marketing demonstrated a solid and consistent trajectory of scientific consolidation and international growth throughout 2025. The journal achieved significant progress across all major performance indicators, including submissions, citations, bibliometric rankings, digital visibility and dissemination activities.

The substantial increase in submissions confirms the journal's growing attractiveness and recognition within the academic community, while the simultaneous growth in citations and reduction in self-citations further strengthen the publication's credibility and scientific relevance internationally.

The journal also continued to expand its global visibility, both through the increasing presence of internationally affiliated authors and through the remarkable volume of article downloads recorded over recent years. In parallel, the development of communication initiatives — particularly through LinkedIn and the launch of “Italian Journal of Marketing – The Blog” — effectively strengthened engagement with both academic and managerial audiences.

At the same time, the data suggest an opportunity to further encourage genuinely international research collaborations, particularly in co-authorship and cross-border research networks. Strengthening these dynamics may represent an important strategic direction for the journal's future development.

Overall, the results achieved in 2025 confirm the progressive strengthening of the Italian Journal of Marketing's scientific positioning and its growing role as an internationally visible platform for marketing research and scholarly debate.