

# Quality of academic research on marketing in Poland

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## **Abstract**

Prior studies on scientific excellence and research evaluation referred mostly to bibliometrics, and little has been done to examine the qualitative aspects of research practices in various countries, particularly in Central and Eastern Europe. Therefore, this is the first empirical attempt to investigate the quality of research in one of the largest countries from Central and Eastern Europe (Poland), and to make comparisons with more advanced scholarly markets. We conducted a content analysis on a sample of 93 papers taken from two distinctive publishers (i.e., a Polish journal versus an international journal with a moderate impact factor). Our study allowed to assess the methodology behind academic papers published in both outlets. The results reveal systematic differences between the papers, and they show how the manuscripts vary on many levels (including research design and data analysis).

**Keywords:** *research quality; marketing research; publication process*