

Call for Papers

Special Issue of *Journal of Marketing Behavior* on Digital Marketing and Social Media

Conference: European Marketing Academy, May 23-26, 2017, University of Groningen, The Netherlands.

Conference Submission Deadline: December 2, 2016 noon CET Time

Submission Deadline: September 1, 2017

The *Journal of Marketing Behavior* (www.nowpublishers.com/jmb) will publish a special issue on digital marketing and social media based on the relevant tracks of Digital Marketing and Social Media from the EMAC 2017 Annual Conference. While JMB encourages a presentation at corresponding tracks at EMAC 2017 to stimulate discussion among researchers working on these topics, the special issue is also open to submissions outside of the conference tracks.

Digital and social media have transformed how companies can interact and learn about consumers as well as market their products. Further, consumers' options to inform themselves about products, relate to other consumers, express their experiences and discuss consumption related topic have been profoundly enhanced by digital and social media.

The purpose of this Special Issue is to publish research that contributes to our insights into the practice and use of digital marketing and social media marketing by consumers as well as by companies. Possible topics of this Special Issue include, but are not limited to:

- Consumer behavior in digital and social media
 - Search and product evaluation
 - Consumers' engagement with user-generated content
 - Marketing impact of user-generated content
 - Consumer response to and effectiveness of advertising strategies on social media
 - Consumer response to and effectiveness of content strategies on social media
 - The use of social media for service delivery
 - Effect of social media on other media channels
- Marketing in digital media
 - Mobile commerce and location-based services
 - Marketing in the sharing economy
 - Attribution modeling and digital budget allocation
 - Dynamic pricing

Methods

We welcome both empirical and conceptual papers for this Special Issue. Papers in this special issue may use a broad variety of methods, including qualitative methods, surveys, observation, experiments (lab or field) as well as econometric methods, social network analysis, text mining, machine learning and other techniques.

Important Dates

- Conference: European Marketing Academy, May 23-26, 2017, University of Groningen
- Conference Submission Deadline: December 2, 2016 noon CET Time
- **Special Issue Submission Deadline: September 1, 2017**
- Tentative date for special issue: Winter 2018

Journal Editor-in-Chief, Special Issue Editors and Track Chairs

Editor-in-Chief: Klaus Wertenbroch, INSEAD

Senior Guest Editors: Martin Spann, LMU, and Caroline Wiertz, City University London

Guest Editors: Sonja Gensler, Universität Münster, and Lara Lobschat, University of Groningen

Conference Submission Guidelines

Authors interested in presenting their paper at the conference should refer to the conference website (<http://www.rug.nl/emac2017/>).

Special Issue Submission Guidelines

If you want to submit an article, please send your submission by e-mail to jmb@nowpublishers.com. All submissions will be reviewed both by the Editor-in-Chief, the Guest Editors, and by external reviewers. The review process will be double-blind with both the referees and the authors remaining anonymous. The journal accepts only electronic submissions. Please submit your manuscript as a PDF file.

Note: Please make sure to add "Special Issue: Digital Marketing and Social Media" in the subject of your e-mail.

The Author(s) declares that the manuscript has not been previously published, that it is not under consideration for publication elsewhere, and that its publication is approved by all co-authors, if any, and any other authorities at the corporation/institute/university where the work was done. Further, if accepted, the work will not be published elsewhere in similar form.