



## Call for Papers: Current Trends and Innovations in Marketing Management

### *European Management Journal*

**Submission Deadline of Extended Abstract: January 15, 2020**

#### 1. Motivation and Topics

Over the last decade, the marketing discipline has evolved arguably faster than any other disciplines in the field of management, seeking to adapt to a series of structural changes.

First, the rise of new technologies has impacted most of the core marketing tools and changed the way the marketing function operates. For a historical analogue, the Internet in the mid-90s has led to the development of e-commerce, which had important consequences for retailing – and retailing research. Not so long ago, the birth of social media, in the late 2000s, has reshaped communication channels by creating additional ways to tailor messages. Social media have also allowed consumers to creatively contribute to product and service co-creation, and other areas which were traditionally managed by marketers such as branding or communication (Taillard & Voyer, 2016; von Wallpach, Voyer, Kastanakis, & Mühlbacher, 2017). And recently, blockchain, cryptocurrencies, fractional ownership or sharing, RFID tags, or 3D printing are emerging mainstream technologies which may, once again, prove disruptive to the way marketing is being conducted and value is being captured by companies or consumers.

Second, research in the field of marketing has evolved as new research techniques – often related to above-mentioned technological innovations – have emerged. Marketing has seen the development of new research techniques related to big data, neuropsychology or netnography, to name a few. These new research techniques have benefited both practitioners and research.

As we are entering the 2020s, this management focus section offers to spotlight cutting edge innovations that have the potential, once again, to transform the marketing discipline. All the above-mentioned innovations – as well as upcoming ones – create a need for further research, in order to understand how marketing as a discipline, and associated traditional tools – from 4 Ps and beyond – are shaped by these innovations.

Among the potential topics and underlying research questions for this “Management Focus” section may include but are not limited to:

- Artificial Intelligence: what role for AI in Marketing? Could AI replace marketing altogether? (Francisco, J. M. & Casillas, J., 2013)
- Beyond Social media: what use for technological tools such as geotags and likes from a marketing point of view? (Kim.A.J. & Ko, E., 2012)
- Neuropsychology and marketing (Ariely, D. & Berns, G.S., 2010)
- 3D printing and marketing (Weller, C., Kleer, R. & Piller, F.T., 2015)
- Blockchains in marketing and retailing (Tapscott, D. & Tapscott, A., 2017)
- Cryptocurrencies and payments effects on marketing and value (DeVries, P., 2016)

- Autonomous cars and drones in retailing (Hars, A., 2010)
- Big Data Analysis and Customer Value (Erevelles, S., Fukawa, N. & Swayne, L, 2016)
- Mobile Marketing (Shankar, V., Venkatesh, A., Hofacker, C. & Naik, P., 2010)
- Transformative Marketing (Kumar, V., 2018)
- Omni Channel Management (Verhoef, P., Kannan, P.K., Inman, J.J., 2015)
- Sustainable Marketing and Management (Gordon, R, Carrigan, M. & Hastings, G., 2011)
- Role of Robot in Marketing (Nakagawa, D., Akutsu, H., Furuta, N., Yasuda, K., Takahashi, K., Watase, M., Nakagwa, S. & Narita, M., 2015)

## 2. Submissions

### 1) Extended Abstract Submission

Authors should submit an extended abstract (less than 5 single spaced 8 ½" x 11" pages including everything) in an email attachment with the subject header "Management Focus: Current Trends and Innovations in Marketing Management" to the co-chairs of 'Current Trends and Innovations in Marketing Management' track of **2020 Global Marketing Conference at Seoul** <Benjamin G. Voyer ([bvoyer@escpeurope.eu](mailto:bvoyer@escpeurope.eu)), Eunju Ko ([ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr)), Kyung Hoon Kim ([stride@changwon.ac.kr](mailto:stride@changwon.ac.kr))> no later than **January 15th, 2020**. Additionally, a cover letter should be included with full contact information for all authors. All papers will undergo a blind peer review process. '**2020 GMC Submission Guidelines**' can be found in '2020 GMC at Seoul Homepage': <https://2020gamma.imweb.me/>

### 2) Full Paper Submission

The "Management Focus" section will contain a group of papers, which may be empirical or conceptual. We welcome interdisciplinary research that draws from different management disciplines, providing all submitted papers have clear theoretical and practical implications. All submissions will be subject to the *European Management Journal's* standard double-blind peer-review process, should adhere to the journal's publication guidelines and be submitted electronically to <http://ees.elsevier.com/emj/> between **1st December 2020 and 14th February 2021**.

Publication of the selected articles in EMJ's "Management Focus" section is planned for early 2021. To ensure that all manuscripts are correctly identified for consideration for this "Management Focus" section, it is important that authors select 'TITLE' as the paper type.

You may direct any questions to the guest editors: Benjamin G. Voyer ([bvoyer@escpeurope.eu](mailto:bvoyer@escpeurope.eu)), Eunju Ko ([ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr)), Kyung Hoon Kim ([gammaksms@gmail.com](mailto:gammaksms@gmail.com))

### 3. Guest Editors

**Prof. Benjamin G. Voyer** (ESCP Europe Business School), 527 Finchley Road, London, NW3 7BG, UK, [bvoyer@escpeurope.eu](mailto:bvoyer@escpeurope.eu), Tel: +44 20 7443 8836.

**Prof. Eunju Ko** (Yonsei University), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

**Prof. Kyung Hoon Kim** (Changwon National University), 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: +82-55-213-3346, Fax: +82-55-263-9096.

**The *European Management Journal* (EMJ)** is a flagship scholarly journal, publishing internationally leading research across all areas of management

#### 4. References

- Ariely, D. & Berns, G.S. (2010). Neuromarketing: the hope and hype of neuroimaging in business. *Nature Reviews, Neuroscience*, 11, 284-292.
- DeVries, P. (2016). An analysis of cryptocurrency, bitcoin, and the future. *International Journal of Business Management and Commerce*, 1, 2, 1-9.
- Erevelles, S., Fukawa, N. & Swayne, L. (2016). Big data consumer analytics and the transformation of marketing, *Journal of Business Research*, 69, 897-904.
- Francisco, J.M. & Casillas, J. (2013). Artificial intelligence-based systems applied in industrial marketing: An historical overview, current and future insights. *Industrial Marketing Management*, 42, 489-495.
- Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. *Marketing Theory*, 1(2), 143-163.
- Hars, A. (2010). Autonomous cars: The next revolution looms. *Inventivio*, 2010-1, [www.inventivio.com/innovationbriefs/2010-01](http://www.inventivio.com/innovationbriefs/2010-01)
- Kim, A.J. & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65, 1480-1486.
- Kumar, V. (2018). Transformative Marketing: The Next 20 Years. *Journal of Marketing*, 82, 1-12.
- Nakagawa, D., Akutsu, H., Furuta, N., Yasuda, K., Takahashi, K., Watase, M., Nakagawa, S. & Narita, M. (2015). *2015 IEEE/SICE International Symposium on System Integration (SII)*, DOI: 10.1109/SII.2015.7405058.
- Shankar, V., Venkatesh, A., Hofacker, C. & Naik, P. (2010). Mobile Marketing in the Retailing Environment: Current Insights and Future Research Avenues. *Journal of Interactive Marketing*, 24, 111-120.
- Taillard, M., & Voyer, B. (2016). Giving Creative Credit Where Credit Is Due: A Socio-cultural Approach to Consumer Creativity. In *The Palgrave Handbook of Creativity and Culture Research* (pp. 499-516). Palgrave Macmillan, London.
- Tapscott, D. & Tapscott, A. (2017). How blockchair will change organizations. *MIT Sloan Management Review*, 58, 2, 10-13.
- Verhoef, P.C., Kannan, P.K. & Inman, J.J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91-2, 174-181.
- von Wallpach, S., Voyer, B., Kastanakis, M., & Mühlbacher, H. (2017). Co-creating stakeholder and brand identities: Introduction to the special section. *Journal of Business Research*, 70, 395-398.
- Weller, C., Kleer, R., & Piller, F. (2015). Economic implications of 3D printing: Market structure models in light of additive manufacturing revisited. *International Journal of Production Economics*, 164, 43-56.