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## European Management Journal

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## Call for papers: Current trends and innovations in marketing management

### Guest editors

Benjamin G. Voyer, ESCP Europe Business School, London, UK  
 Eunju Ko, Yonsei University, Seoul, Republic of Korea  
 Kyung Hoon Kim, Changwon National University, Gyeongnam, Republic of Korea

### 1. Motivation and topics

Over the last decade, marketing has evolved arguably faster than any other discipline in the field of management, seeking to adapt to a series of structural changes. First, the rise of new technologies has impacted on most of the core marketing tools and changed the way the marketing function operates. This started in the mid-90s as the Internet 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, reshaped communication channels by creating additional ways to tailor messages. Social media 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 and 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 techniques – often related to the above-mentioned technological innovations – have emerged. For example, marketing has seen the development of techniques related to big data, neuropsychology or netnography, to name a few, which have benefited both practitioners and research.

As we are entering the 2020s, this “Management Focus” section offers an opportunity 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 the associated traditional tools, from 4 Ps and beyond, are shaped by these innovations.

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

- Artificial intelligence: What is the role for AI in marketing? Could AI replace marketing altogether? (Francisco, J. M. & Casillas, J., 2013)
- Beyond social media: What are the uses for technological tools, such as geotags and the like, 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 robots in marketing (Nakagawa, D., Akutsu, H., Furuta, N., Yasuda, K., Takahashi, K., Watase, M., Nakagawa, S. & Narita, M., 2015)

### 2. Submissions

#### • 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 the Current Trends and Innovations in Marketing Management track of

the **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 **15th January 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 on the 2020 GMC at Seoul homepage: <https://2020gamma.imweb.me/>

#### • Full Paper Submission

The “Management Focus” section of the *European Management Journal* (EMJ) will contain a select 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 EMJ’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 **20th July and 3rd August 2020**.

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 ‘**Innovations in Marketing**’ 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 ([stride@changwon.ac.kr](mailto:stride@changwon.ac.kr)).

EMJ is a flagship scholarly journal, publishing internationally leading research across all areas of management. EMJ articles challenge the status quo through critically informed empirical and theoretical investigations, and present the latest thinking and innovative research on major management topics, while still being accessible and interesting to non-specialists. EMJ articles are characterized by their intellectual curiosity and diverse methodological approaches, which lead to contributions that impact profoundly on management theory and practice. We welcome interdisciplinary research that synthesizes distinct research traditions to shed new light on contemporary challenges in the broad domain of European business and management. Cross-cultural investigations addressing the challenges for European management scholarship and

practice in dealing with global issues and contexts are strongly encouraged. More information about EMJ can be found on the journal homepage: <https://www.journals.elsevier.com/european-management-journal>.

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