

Call for Papers

Special Issue on : “Innovation and Marketing: Contemporary challenges”

Aims and Scope of the Special Issue:

Technological innovation is changing many industries, and also the traditional field of marketing goes through. This Special Issue aims at serving as a forum for timely, in-depth presentation of relevant recent advances in methodologies, theories and applications for marketing and management motivated through the increasing pace of technological advancement and innovation globally.

Submission is open for scientific articles in the field of entrepreneurship, marketing and management for innovative businesses.

Moreover, papers presented at ICCMI 2020 may be submitted to this Special Issue after being significantly modified and with at least 50% additional and upgraded material.

The purpose is to bring together experts, researchers and professionals in the fields of marketing, management and entrepreneurship with focus on technological innovation.

Submitted manuscripts will be reviewed by acclaimed scholars and scientists in the fields of marketing, management and entrepreneurship.

Topics of interest:

Topics include, but are not limited to, theories, methodologies, techniques and applications in marketing as well as management of innovation and entrepreneurship in the context of technological innovation:

- *Innovation, Marketing and e-Marketing
- *Marketing strategies and Management
- *Entrepreneurship and innovation
- *Social Corporate Responsibility
- *Service Marketing
- *Consumer behaviour and loyalty
- *Customer Relationship Management
- *Social media Marketing
- *Green Marketing and green technologies
- *Innovation and new product development
- * Logistics and distribution

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Important dates:

April 1st, 2021: manuscript submission deadline
September 15th, 2021: manuscripts reviewed and revised
Spring, 2022: expected publication

Submission instructions:

All submitted papers must be clearly written in proper English and contain only original work, which has not been previously published or currently under consideration for publication elsewhere. All submissions will be peer-reviewed following the normal standards and procedures of the Journal. Please, submit your manuscript through the editorial manager system indicating this Special Issue.

For more details regarding the Journal, please visit www.worldscientific.com/ijitm