

Call for Papers (Vol. 3, No. 2)

Special Issue on:

“E-marketing and digital marketing developments”

To be published in

Journal of Marketing Vistas

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Introduction

The aim of this special issue is to uncover, examine and clarify issues relating to electronic and digital marketing. Emphasis is placed on recent developments in e-marketing and digital marketing in light of the current economic environment. A major research question that issue attempts to address is how developments in electronic and digital marketing can create positive momentum for enterprises in order for them not only to cope with the economic crisis but to be proactive organizations as well.

Subject Coverage

Potential authors are kindly invited to submit papers related, but not limited, to the following topics:

- Innovations in digital marketing
- Trends and recent developments in e-commerce
- Aspects of e-marketing related to International Marketing
- Agents for e-marketing
- Assessing the effectiveness of marketing efforts using digital tools
- Customer Relationship Management
- Developments in electronic auctions
- On-line marketing developments
- Trends in mobile marketing

Important Note

This special issue will include some of the best papers presented at the **International Conference on Contemporary Marketing Issues (ICMI) 2012** provided that they are enhanced with new material (at least 50%). Moreover, public submissions are welcome. All papers should be submitted through the Journal's ordinary process.

Important Dates

Submission of papers: April 30th, 2013 (**extended**)

Notification of acceptance: June 15th, 2013

Publication schedule: December 1st, 2013

Submission Instructions

Papers must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. A standard double-blind review process will be used to select papers for the special issue.

The submitted manuscripts should follow the instructions as outlined in the Author Portal found on the Journal's Website (see URL below). Electronic submission in PDF format is required. Papers should be submitted directly to the guest editors' e-mails. Accepted papers must follow the guidelines posted at:

<http://www.ipeindia.org/main/index.php?page=journal-of-marketing-trends>.

For paper submissions and any questions, please, contact:

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For more information on the Journal, visit the web site:

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