

**CALL FOR PAPERS (SPECIAL ISSUE)**

**Title**

Special Issue on: “Digitalization of Marketing – Current trends and future perspectives”

**Guest Editors**

Dr. Theodosios Tsiakis, Alexander Technological Educational Institute of Thessaloniki, Greece

Dr. Nicholas Grigoriou, Monash University, Malaysia

**Description**

Digital Marketing and the surrounding ecosystem are transforming marketing and lead to new consumer behaviour patterns. The progression to a digital society in which all involved parts are constantly connected to the Internet signify one of our greatest social changes. Both consumers and companies take advantage of new devices, features and content on the Web to internalize new possibilities and functionalities. The digitalization process, with disruptive technologies like the cloud computing, big data, Internet of things and social media, provide new ways to better understand customers and address their needs more quickly. The current challenge especially for businesses is to face and acculturate the implications of digital change. Digitalization is transforming marketing and leads to new consumer behaviour patterns. But what comes to attention is that (as with the majority of technology driven innovations) the impact of digitalization has been given limited estimation. Despite the significant changes that digitalization has on business models and particularly in marketing, there is a lack of research concerning this area. This special issue aims at reassessing the state and contemporary issues surrounding digitalization of marketing.

The issue will partially carry revised and substantially extended versions of selected papers presented at the [4<sup>th</sup> International Conference on Contemporary Marketing Issues \(ICCM I 2016\)](#). However, any researcher who would be interested in this special issue is strongly encouraged to submit an original paper covering one of the following suggested topics.

**Subject coverage**

Topics include, but are not limited to, the following:

Digital business ecosystem

Digitalized consumer behaviour

Use of digital (and mobile) devices in marketing and retailing

Digitization of distribution

Supply Chain Networks and management

Innovative e-marketing

Search engine optimization (SEO) and marketing (SEM) ,

Content automation and experience

Social media as a tool to optimize marketing and retailing effectiveness

Online and interactive advertising

Multi and cross - channel marketing

Online retailing

New product development and value co-creation

Customer data analytics, metrics and data collection

Web applications in marketing

Security and Privacy issues in marketing

**Notes for Prospective Authors**

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B.: Conference papers may only be submitted if the paper has been completely re-written (taken to mean more than 50%)).

All papers are refereed through a peer review process. All papers must be submitted online. Authors can register with the online submission system at [http://www.inderscience.com/info/inauthors/author\\_submit.php](http://www.inderscience.com/info/inauthors/author_submit.php). They can find the special

issue under ICCMI 2016: Special Issue on: “Digitalisation of Marketing – Current Trends and Future Perspectives” on the pulldown menu during the submission process. If authors cannot find the issue on the menu, they should enter the names of the guest editors and the title of the special issue in the “Notes” box (Part D) in step 1 of the submission process.

## **Important Dates**

Submission of Manuscripts: 15 January 2017

Notification to Authors: 17 April 2017

Final Versions Due: 17 July 2017

## **Guest Editor(s) details**

Theodosios Tsiakis  
Assistant Professor  
Alexander Technological Educational Institute of Thessaloniki  
Dept. of Business Administration  
P.O. BOX 141  
Thessaloniki, 57400, Greece  
tsiakis@mkt.teithe.gr

Nicholas Grigoriou  
Lecturer  
Monash University Malaysia  
School of Business  
Bandar Sunway, Selangor  
Jalan Lagoon Selatan, 46150, Malaysia  
nicholas.grigoriou@monash.edu