CALL FOR PAPERS (SPECIAL ISSUE)

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

Guest Editors
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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 4th International Conference on Contemporary Marketing Issues (ICCMI 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. 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

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