Special Issue on

Market Analysis and Marketing Strategy

Call for Papers

Market analysis studies the attractiveness and the dynamics of a special market within a special industry. Through all of these analyses, the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified.

Marketing strategy is a long-term, forward-looking approach to planning with the fundamental goal of achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on Market Analysis and Marketing Strategy. Potential topics include, but are not limited to:

- Market structure, orientation and positions
- Market efficiency and innovation
- Prediction, crisis and risk assessment
- Strategies, financial Performance and development
- Business management and marketing
- Models and behaviors
- Sustainable and competitive advantages
- Strategic planning
- Growth strategy
- Market opportunities analysis
- Analytical techniques

Authors should read over the journal’s For Authors carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal’s Paper Submission System.

Please kindly notice that the “Special Issue” under your manuscript title is supposed to be specified and the research field “Special Issue – Market Analysis and Marketing Strategy” should be chosen during your submission.

According to the following timetable:

| Submission Deadline | August 20th, 2019 |
Publication Date | October 2019

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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