



Special Issue on Advertising and Advertising Management

Call for Papers

The basic intent of advertising is to persuade a potential customer to purchase the goods or services of the advertiser or to otherwise respond in the way that the advertiser desires. Advertising management is the application of the principles, concepts, and research of management science, marketing, and communications to the design and evaluation of advertising.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **advertising and advertising management**. Potential topics include, but are not limited to:

- Online marketing
- Social customer relationship management
- Business through mobile phones
- Marketing techniques
- Social media marketing and optimization
- Consumer behavior and loyalty
- Advertising creativity
- Market intelligence analysis
- Service/product quality/management

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 at [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue – Advertising and Advertising Management**” should be selected during your submission.

Special Issue timetable:

Submission Deadline	August 24th, 2018
Publication Date	October 2018

Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
ojbm@scirp.org