



Special Issue on Marketing, Sales and Service

Call for Papers

Production planning is to define what is to be done and how, which includes scheduling, dispatch, inspection, quality management, inventory management, supply management and equipment management. Production control ensures it can achieve required production target, optimum utilization of resources, quality management and cost savings. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in the area of Marketing, Sales and Service.

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

- B2B and B2C marketing
- Business services
- Customer satisfaction
- Customer service
- Customer relationship management
- Digital marketing
- Financial services
- Goods or services
- Marketing strategy
- Marketing management
- Sales effectiveness
- Sales of the organization
- Sales technology
- Service technology
- Selling orientation

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 specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue - Marketing, Sales and Service**” should be selected during your submission.



Special Issue Timetable:

Submission Deadline	January 30th, 2024
Publication Date	March 2024

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at
ajibm@scirp.org.