



Special Issue on Brand Strategy and Management

Call for Papers

In marketing, brand management begins with an analysis on how a brand is currently perceived in the market, proceeds to planning how the brand should be perceived if it is to achieve its objectives and continues with ensuring that the brand is perceived as planned and secures its objectives.

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

- Brand planning and communication
- Marketing strategy and promotions
- Branding and brand value
- Brand knowledge
- Consumer behavior and evaluations
- Brand attitude, awareness and preference
- Competitive strategy
- Advertising management
- Trademark & licensing
- Luxury and fashion
- Brands and identity
- Cultural and social perspectives

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 – Brand Strategy and Management**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	October 31st, 2020
Publication Date	December 2020

For publishing inquiries, please feel free to contact the Editorial Assistant at



Scientific Research
Open Access

Open Journal of Business and Management

ISSN Online: 2329-3292

submission.entrancel@scirp.org

OJBM Editorial Office
ojbm@scirp.org