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## Special Issue on Business Management and Marketing

### Call for Papers

Business management is managing the coordination and organization of business activities. Management is in charge of planning, organizing, directing, and controlling the business's resources. Business marketing is a marketing practice of individuals or organizations. It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

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

- Buying, selling and marketing
- Business model and marketing strategy
- Market process and consumer behavior
- International business and marketing
- Business-to-business marketing
- Trade and marketing
- Integrated Business Management
- Buyers and suppliers management
- Emerging markets
- Products and service promotion
- Digital marketing and global marketing
- Business & industrial marketing
- Brand management
- Skills and challenges

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 – Business Management and Marketing**” should be chosen during your submission.

According to the following timetable:



Scientific Research  
*Open Access*

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For publishing inquiries, please feel free to contact the Editorial Assistant at [submission.entrance1@scirp.org](mailto:submission.entrance1@scirp.org)

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