



Special Issue on Business Management and Marketing

Call for Papers

"Business Management and Marketing" is an academic topic that encompasses the study of organizational management practices and strategies, as well as the principles and techniques of marketing. It involves understanding the management of resources, operations, human capital, and strategic decision-making in various business settings. Moreover, it focuses on the development and implementation of marketing strategies to promote products or services, conduct market research, analyze consumer behavior, and build strong customer relationships. This field provides a comprehensive understanding of effective business management and marketing techniques, allowing individuals to pursue careers in management, marketing, entrepreneurship, or consulting.

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:

- Strategic management
- Strategic marketing
- Strategic decision-making
- Pricing strategy and management
- Organizational behavior
- Human resource management
- Operations management
- Market research and analysis
- Big data and marketing
- Entrepreneurship
- Consumer behavior
- Customer relationship management
- Brand management and advertising
- International marketing
- International business and trade
- Globalization, innovation and competitiveness
- Marketing & new technology
- Emerging markets
- E-commerce and digital marketing
- Supply chain 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'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:

Submission Deadline	March 15th, 2024
Publication Date	May 2024

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

OJBM Editorial Office
ojbm@scirp.org