Special Issue on
Marketing Strategy and Business strategy

Call for Papers

Marketing strategy and business strategy is a long-term, forward-looking approach to planning with the fundamental goal achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

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

- Strategic management and marketing
- Strategic planning and marketing target
- SWOT analysis
- Customers strategy
- Budgeting control and pricing strategies
- Marketing decisions
- Investment strategies
- Brand strategies
- Firm’s strategies and portfolio theory
- Competitive strategies
- Market segmentation
- Value chain

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 – Marketing Strategy and Business strategy” should be chosen during your submission.

According to the following timetable:

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<th>Submission Deadline</th>
<th>July 6th, 2018</th>
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<td>Publication Date</td>
<td>September 2018</td>
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Guest Editor:
For further questions or inquiries
Please contact Editorial Assistant at
ajibm@scirp.org