Special Issue on

Business Strategy and Marketing Management

Call for Papers

Business strategy is an overall plan for the long-term survival and continuous development of enterprises in the face of drastic changes and severe challenges. On the basis of guaranteeing the mission of the enterprise and making full use of all kinds of opportunities and creating new opportunities, it rationally adjusts the structure of the enterprise and allocates all the resources of the enterprise. Marketing management aims at achieving the targets of enterprises or organizations, focuses on the practical application of marketing orientation, techniques and methods inside enterprises or organizations and on the management of marketing resources and activities. The essence of marketing management is demand management, which is to effectively mediate the level, timing and nature of demand.

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

- Strategic planning and marketing target
- Marketing decisions
- Investment strategies
- Brand strategies
- Market research
- Marketing mix strategies
- SWOT analysis
- Value marketing
- Customer management
- Strategic marketing 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 Strategy and Marketing Management” should be chosen during your submission.

According to the following timetable:
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