

## Special Issue on Marketing Theory and Applications

### Call for Papers

Marketing theory is an applied science in which enterprises take marketing activities as research objects. It is to research and sell the right products to as many customers as possible at the right time and place in the right way to meet the market needs to the greatest extent. The essence of marketing management is that the company creatively formulates marketing strategies that adapt to changes in the environment. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in the area of **Marketing Theory and Applications**.

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

- Marketing: theory and practice
- Marketing strategy and planning
- The marketing theory of 5Ps
- Marketing and consumer behaviour
- Segmenting, targeting & positioning
- E-marketing: theory and application
- Commercial marketing theory
- Social marketing: principles and practice

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 specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue -Marketing Theory and Applications**” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	November 26th, 2020
Publication Date	January 2021

**Guest Editor:**



**Scientific Research**  
*Open Access*

**American Journal of  
Industrial and Business Management**  
ISSN Online: 2164-5175

---

For further questions or inquiries, please contact Editorial Assistant at  
[ajibm@scirp.org](mailto:ajibm@scirp.org).