



---

## Special Issue on Marketing in Business

### Call for Papers

Marketing in Business refers to the strategic process of identifying, anticipating, and satisfying customer needs through products, services, and experiences. It involves understanding market trends, analyzing consumer behavior, positioning a brand, and creating effective communication strategies. Marketing also encompasses pricing, promotion, distribution, and sales, all with the goal of building customer relationships and driving business growth.

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

- Business strategy
- Marketing strategy
- Consumer behavior
- Market research and marketing decisions
- Brand management
- Digital marketing
- Product marketing and promotion
- International marketing and global markets
- Sales management
- Marketing analytics and marketing performance assessment

**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 in Business**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	September 23rd, 2024
Publication Date	November 2024

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



**Scientific Research**  
*Open Access*

**Modern Economy**

**ISSN Online: 2152-7261**

---

ME Editorial Office  
me@scirp.org