



Special Issue on Business Management and Marketing

Call for Papers

Business management and marketing focuses on the principles and practices involved in successfully managing and promoting businesses and organizations. It covers a range of topics, such as strategic planning, market research, branding, advertising, and sales management. This field also explores the relationships between businesses and their customers, including consumer behavior, customer satisfaction, and customer loyalty. Business management and marketing is essential for a successful organization, as it enables companies to identify and meet customer needs, develop effective marketing strategies, and successfully compete in the market.

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:

- Marketing strategy
- Market research and analysis
- Consumer behavior
- International business and trade
- Emerging markets and international business
- Globalization, innovation and competitiveness
- Pricing strategy and management
- Big data and marketing
- E-commerce and digital marketing
- Marketing & new technology
- Decision making in marketing
- Strategic marketing management
- Customer relationship management
- Crisis management
- Change management
- Brand management
- Product development and management
- Retail marketing and management
- Sales and distribution management
- Advertising and promotion management
- International marketing and 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	September 15th, 2023
Publication Date	November 2023

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

OJBM Editorial Office
ojbm@scirp.org