



## Call for Papers

Special Issue of Asia Pacific Journal of Marketing and Logistic (APJML) on “Research Methodologies in Management and Marketing”

**Submission Deadline of Extended Abstract: Sept. 30, 2018**

**The Asia Pacific Journal of Marketing and Logistic (APJML) (SSCI)** will publish a special issue on “*Research Methodologies in Management and Marketing*” with selected papers presented in the track named “*New Roles of Research Methods in Management and Marketing*” in **2018 KSMS International Conference** (<http://www.kams.org/maine.html>).

Methodology is one of the most important parts in the academic research. Especially in social science areas, pursuing to the different methodologies is a good way to develop academic research, and explore the theory from diverse perspectives. This special issue aims to share the research and experiences in different methodologies in management and marketing fields.

Potential research topics in Research Methodologies in Management and Marketing may include (but are not limited):

- New Methodology in Management and Marketing
- Methodologies in Quantitative and Qualitative Research
- Case Study
- Methodologies in Consumer Behavior Research
- Big Data Issues

- Fuzzy-Set/Qualitative Comparative Analysis
- Structural Equation Modeling
- Mixed, Comparative and Simulation Methods in Research
- Q methodology

Authors should submit their extended abstracts to the track chair of the track called “New Roles of Research Methods in Management and Marketing” and express their intentions to publish their papers in a special issue of APJML on Research Methodologies in Management and Marketing.

*Full Papers Submission Deadline: December 10, 2018.*

**Guest Editors:**

**Dr. Yang Sun**, Zhejiang Sci-Tech University, 5 Second Avenue, Xiasha Higher Education Zone, Hangzhou, Zhejiang, 310018, China, Email: [sunyang8227@hotmail.com](mailto:sunyang8227@hotmail.com), TEL: +86-571-8684-3734.

**Dr. Isaac Cheah**, Curtin University, Kent Street, Bentley, Perth, Western Australia 6102, Australia, Email: [Isaac.Cheah@cbs.curtin.edu.au](mailto:Isaac.Cheah@cbs.curtin.edu.au), Tel: +61-8-9266-2853.