



## **Call for Papers: 2018 B2B Innovative Digital Marketing Symposium**

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

**2018 B2B Innovative Digital Marketing Symposium** in **2018 KSMS International Conference** (Sogang University, Seoul, Republic of Korea, Nov. 10-11, 2018) will be organized to help the authors to improve the quality of their papers for a special issue of **Industrial Marketing Management** on “**Innovative Digital Marketing Management in B2B Markets**”.

Authors whose papers are accepted in this symposium can have rich insights to improve the quality of their papers through extensive discussions during 2018 KSMS International Conference.

On that basis, specific topics may include, but are not limited to the following:

- Digital B2B marketing strategy and analytics
- Digital B2B marketing metrics
- Digital B2B brand management
- New areas of communication between industrial customers in digital world
- Digital network innovation strategy in B2B
- Purchasing and ordering in business network
- Search and product evaluation in digital B2B marketing
- Digital B2B network as a conduit for more vicarious experience
- Innovative solution of digital B2B marketing
- Privacy, public policy and legal issues in digital B2B marketing
- Social innovation in digital B2B marketing management
- B2B content marketing
- Digital B2B Marketing impact of user-generated content
- Business customer’s response to and effectiveness of advertising strategies in digital B2B marketing
- Business customer response to and effectiveness of content strategies in digital B2B marketing
- Business customer relationship in digital world
- Digital media optimization for B2B marketing
- Creative digital media advertising option and effectiveness
- Multi-channel digital B2B media strategy
- Business customers’ engagement with user-generated content
- The use of social media for service delivery in digital business market

- Effects of social media on other media channels in business market
- B2B marketing in the sharing economy
- Attribution modelling and digital budget allocation
- Strategic digital B2B marketing management in SNS
- B2B digital media strategy in SNS
- Social network innovation in digital B2B marketing
- Methods for building out a digital marketing mindset within B2B organizations
- Incorporation of digital marketing methods in tech-based B2B start-ups

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

- Authors should submit their extended abstracts to the 2018 **B2B Innovative Digital Marketing Symposium** of the **2018 KSMS International Conference** to be get their opportunities to improve quality of their papers for the special issue of Industrial Marketing Management on Innovative Digital Marketing Management in B2B Markets.

- Submission Guidelines of the extended abstract to 2018 KSMS International Conference can be found at:

- *Extended Abstract Submission to Track Co-chairs* of ‘2018 B2B Innovative Digital Marketing Symposium’: **Prof. Youngchan Kim**, Marketing Area, School of Business, Yonsei University, Seoul, Korea, [youngkim@yonsei.ac.kr](mailto:youngkim@yonsei.ac.kr), Tel: +82-2-2123-5468, Fax: +82-2-2123-8639. **Prof. Hakil Moon**, Dept. of Marketing, 469 Owen Building, Eastern Michigan University, Ypsilanti, MI 48197, USA, [hmoon3@emich.edu](mailto:hmoon3@emich.edu), Tel: +1-734-487-3323.

- You can find ‘CFP: Special Issue of Industrial Marketing Management on Innovative Digital Marketing Management in B2B Markets’ in following link:

[http://gamma20.org/sub04\\_01.html](http://gamma20.org/sub04_01.html); <http://www.kams.org/maine.html>

### **For More Information**

#### **Symposium Co-chairs:**

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