

Online Relationship Marketing

Special issue call for papers from Marketing Intelligence & Planning

Introduction and Theme

In this digital age, it is clear that the Internet has a significant influence on customers' shopping process and behaviour (Thaichon, 2017). The increasing interest in online shopping has prompted many companies to move into cyberspace (Jensen and Wagner, 2018). The Internet allows service providers to grow and deliver a unique opportunity to expand their business.

Relationship marketing has been shown to generate strong customer relationships that enhance customer satisfaction, customer loyalty and firm profits (Bolton, Lemon and Verhoef, 2004; Firdaus and Kanyan, 2014; Morgan and Hunt, 1994; Oly Ndubisi, 2007). It stresses the importance of continuous interaction between the seller and the buyer in order to develop a long-term relationship (Jain, Kamboj, Kumar and Rahman, 2018; Palmatier, Dant, Grewal and Evans, 2006). However, the impact of the Internet and technology on relationship marketing are often not adequately investigated, leading to overstated hypothetical predictions of its future potential (Hart, Doherty and Ellis-Chadwick, 2000). In many circumstances, the resources devoted to developing and retaining the e-platforms are fruitless (Gan, Sim, Tan and Tna, 2007). Therefore, it is imperative to advance our knowledge of relationship marketing in e-commerce (Bilgihan and Bujisic, 2015).

The aim of the special issue is to gain a better understanding of relationship marketing, shopping behaviour, marketing management, strategic marketing, and contribute to theories associated with the online relationship marketing. The topics for the special issue include, but are not limited to:

1. Online customer relationship management;
2. The role of online technologies in relationship marketing;
3. The use of integrated marketing communications in online relationship marketing;
4. Online relationship marketing in B2B
5. Relationship marketing in e-tailing;
6. Value co-creation and co-destruction in online relationship marketing;
7. The current and the future of online relationship marketing; and
8. New theories and conceptual developments in online relationship marketing

Submission information

The deadline for submission is **March 30th, 2019**.

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal website: <http://emeraldgrouppublishing.com/MIP>. To submit your article, from the Author guidelines choose "Submit to the journal" and when submitting ensure you choose this special issue from the drop down menu provided. All papers will go through a double blind peer review process. If you have questions please contact Dr. Park Thaichon at: p.thaichon@griffith.edu.au

Guest editors

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