



JBR

Call for Papers: GAMMA President's Choice Awards
***Journal of Business Research* Special Issue**
Submission Deadline of Extended Abstract: January 15, 2018

This *JBR* special issue will include selected papers from research reports presented at the 2018 Global Marketing Conference at Tokyo, Tokyo, Japan, July 19-22, 2018.

All of papers submitted to the 2018 GMC at Tokyo are eligible for review toward inclusion in the special issue of *JBR*. Best of the best papers presented in all of tracks in the 2018 GMC at Tokyo will be eligible for this special issue.

In honor of the 2018 Global Marketing Conference at Tokyo organized by Global Alliance of Marketing & Management Associations and co-hosted by American Marketing Association, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, Korean Scholars of Marketing Science, and Keio University, the *JBR* will publish a Special Issue with suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Marketing and Entrepreneurship
- Management of Intangibles
- Global and Cross-Cultural Marketing
- Global Perspectives in Business-to-Business Marketing
- Corporate Branding, Luxury Marketing & Identity-based Value Management
- New Product Development
- Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words": Mastery the Paradigm Shift from Hull Hypothesis Statistical Testing to Somewhat Precise Outcome Testin
- Customer Engagement in Tourism and Hospitality
- Intercultural Marketing Communications
- Advertising and Brandin
- Marketing Education
- Wearable Technologies, Sustainability and Luxury Brands:
- Brand-building in the Luxury, High-end Cultural and Creative Industries
- Wellness as Status Symbol in Marketing
- Consumption, Desire and Culture
- Country of Origin Image, and Country Biases (cosmopolitanism, ethnocentrism, disidentification, affinity, and animosity)
- Strategic Market Management
- Transformative Service Research
- Managerial Decision Making in Marketing
- Branded Entertainment, Branded Content, and Product Placement
- Consumption and Marketing of Online and Mobile Games
- Wine Marketing and Management
- Consumer Decision Making and Quality Signal
- Digital Marketing and Social Media

- Cross Cultural Consumers and Globalisation
- Consumers, Brands and Brand Management
- Relationship Marketing
- Customer Value Co-Creation and Product Innovation
- Management and Marketing Research in Different Methodology
- Interaction between Innovation and Sustainability in Marketing
- Marketing Specifics in Emerging Markets
- Stakeholders-brand Relationships: Multiple online/offline interactions
- Mobile Marketing
- Big Data and Digital Marketing
- Uncertainty and Experience-Based Learning in Strategic Marketing
- Consumer Behavior in Hospitality and Tourism or Innovations in Hospitality and Tourism Marketing
- Web Text data and Big Data based Marketing
- International & Cross Cultural Marketing
- Innovation and Strategy
- The Revitalisation of Culturally Significant Patterns, Products and Practices:
- The New Frontiers in Digital Media Services
- Cyberpsychology and Branding
- Humanship as the Core Innovation in Marketing
- Marketing in General

All papers submitted to the 2018 Global Marketing Conference at Tokyo are eligible for review to be included in this *JBR* special issue. Scholars seeking consideration of their papers for publication in this special *JBR* issue should submit their extended abstracts or full papers to proper tracks of the 2018 Global Marketing Conference at Tokyo and notify their intention to publish their papers in this *JBR* special issue to a proper track chair by **January 15, 2018**.

Guest Editor: Prof. Eunju Ko (GAMMA President), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 120-747, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

For More Information:
<http://gammaconference.org/>