



Special Issue on Marketing Theory and Applications

Call for Papers

Marketing activities undertaken by business, government, profit, nonprofit organizations. Marketing theory, the marketing concept and its evolution from a strategic and applied perspective; development of corporate and marketing strategic plans; analysis of an organization and marketing's role, value-exchange processes, buyer behavior, marketing research and market analysis, the marketing environment, the use of marketing decision making tools; product concepts, strategies and development; distribution, pricing and communication mix strategies; services marketing; marketing management, implementation and control processes and procedures.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **marketing theory and applications**.

Authors should read over the journal's [Authors' Guidelines](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal at [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue – Marketing Theory and Applications**” should be selected during your submission.

Special Issue timetable:

Submission Deadline	December 28th, 2016
Publication Date	February 2017

Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
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