



Special Issue on
Marketing Strategy and Business strategy
Call for Papers

Marketing strategy and business strategy is a long-term, forward-looking approach to planning with the fundamental goal achieving a sustainable competitive advantage. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **marketing strategy and business strategy**. Potential topics include, but are not limited to:

- Strategic management and marketing
- Strategic planning and marketing target
- SWOT analysis
- Customers strategy
- Budgeting control and pricing strategies
- Marketing decisions
- Investment strategies
- Brand strategies
- Firm's strategies and portfolio theory
- Competitive strategies
- Market segmentation
- Value chain

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

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Marketing Strategy and Business strategy**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	July 6th, 2018
Publication Date	September 2018



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