



## Special Issue on Marketing Management

### Call for Papers

**Marketing management** aims at achieving the targets of enterprises or organizations, focuses on the practical application of marketing orientation, techniques and methods inside enterprises or organizations and on the management of marketing resources and activities. The essence of marketing management is demand management, which is to effectively mediate the level, timing and nature of demand. Marketing management utilize the tools of economics and competitive strategy to analyze the industry background of enterprise operation.

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

- Marketing strategy
- Marketing research
- Marketing mix
- Product management
- Brand management
- Relationship marketing
- Global marketing management

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 Management**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	May 16th, 2018
Publication Date	July 2018

#### Guest Editor:

For further questions or inquiries  
Please contact Editorial Assistant at  
[ajibm@scirp.org](mailto:ajibm@scirp.org)