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## Special Issue on Marketing Management and Strategy

### Call for Papers

Marketing is a widely used term in the business. The American Marketing Association defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." It includes: identification, selection and development of a product; determination of its price; selection of a distribution channel to reach the customer; and development and implementation of a promotional strategy. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in the area of Marketing Management and Strategy.

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

- Marketing strategies
- Online marketing
- Enterprise marketing
- Social media marketing
- Email marketing
- Branding
- Advertising
- Product bundling
- Marketing communications
- Small business marketing

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 specify the "**Special Issue**" under your manuscript title. The research field "**Special Issue - Industrial Economics and Sustainable Development**" should be selected during your submission.

Special Issue Timetable:



Scientific Research  
*Open Access*

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**Guest Editor:**

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