

Special Issue on Marketing Management and Strategy

Call for Papers

Marketing refers to the process that an enterprise discovers or explores the needs of potential consumers, so that consumers can understand the product and then purchase it. As an important strategy, marketing strategy aims to improve the utilization efficiency of enterprise marketing resources and maximize the utilization efficiency of enterprise resources. 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 orientation and decision making
- SWOT analysis
- Strategic management
- Brand management and positioning strategies
- Marketing research
- Strategic marketing planning
- Competitive strategies
- Budgeting control and pricing strategies
- Marketing relationship and communication

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 - Marketing Management and Strategy**” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	April 5th, 2020
Publication Date	June 2020

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at ajibm@scirp.org.