
Special Issue on Business Management and Marketing

Call for Papers

"Business Management and Marketing" is an interdisciplinary academic field focused on the strategic operation and promotion of businesses within the marketplace. It encompasses a wide range of topics, including organizational behavior, strategic management, finance, operations, human resources, and the various approaches to marketing and consumer behavior. The goal is to equip individuals with the knowledge and skills needed to efficiently manage business operations, develop effective marketing strategies, and drive organizational success. This field emphasizes understanding market demands, competitive dynamics, and customer needs to optimize product offerings, brand positioning, and market penetration, fostering sustainable business growth and innovation.

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

- Strategic management
- Marketing strategy
- Strategic decision-making
- Pricing strategy and management
- Organizational behavior
- Human resource management
- Operations management
- Market research and analysis
- Big data and marketing
- Entrepreneurship
- Consumer behavior
- Customer relationship management
- Brand management and advertising
- International marketing
- International business and trade
- Globalization, innovation and competitiveness
- Marketing & new technology
- Emerging markets
- E-commerce and digital marketing
- Supply chain management
- Product 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 – Business Management and Marketing**” should be chosen during your submission.

According to the following timetable:

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|---------------------|-------------------|
| Submission Deadline | October 4th, 2024 |
| Publication Date | December 2024 |

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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