



JBR

Call for Papers: GAMMA President's Choice Awards *Journal of Business Research* Special Issue

New Conference Date: November 5th – 8th, 2020
New Submission Deadline of Extended Abstract: May 29, 2020

This *JBR* special issue will include selected papers from research reports presented at the 2020 Global Marketing Conference at Seoul, Republic of Korea, November 5-8, 2020.

All of papers submitted to the 2020 GMC at Seoul are eligible for review toward inclusion in the special issue of *JBR*. Best of the best papers presented in all of tracks in the 2020 GMC at Seoul will be eligible for this special issue.

In honor of the 2020 Global Marketing Conference at Seoul organized by Global Alliance of Marketing & Management Associations and co-hosted by American Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, Korean Scholars of Marketing Science, and Sogang University, the *JBR* will publish a Special Issue with suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Marketing and Entrepreneurship
- Leveraging Big Data to Create Value for Consumers and Firms
- Marketing to Aging Consumers
- Decision-Making in International Marketing
- Global Perspectives in Business-to-Business Marketing
- Technological Change as Challenge to Corporate and Brand Identity
- Asian Specialties and Marketing
- Future of Advertising
- Theoretical and Practical Evolution of Retailing
- Mobile Marketing
- Advertising and Branding
- Marketing Education
- History and Marketing
- Retail Merchandising and Innovation
- Strategic Market Management
- Transformative Service Research
- Marketing Manager's Decision Making
- New Marketing & Management in Global Digital World
- Wine Marketing and Management
- Consumer Decision Making and Consumer Signaling
- Cross Cultural Consumers and Globalization
- Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions
- Omni Channel in the Emerging Countries
- The Role of Luxuriousness in High-End Brand Advertising
- Interactive Marketing Communications
- Innovative Marketing Management
- Evolutions in Fashion Marketing
- New Technologies, Market Understanding and Fashion Marketers' Decision Making
- International Marketing at the Crossroads of Globalization 4.0

- Integrated marketing communication
- Trend Forecasting and Sustainable Design-Business Practice
- Humanship Marketing and Social Innovation
- Business Model Innovation for Customer Value and Sustainable Business
- Strategy & Innovation in Fashion, Beauty and Luxury
- Fans and Sport Consumers in the Digital Era
- Neuromarketing and Psychophysiology
- Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline
- Global Branding and International Consumers
- Marketing in General

All papers submitted to the 2020 Global Marketing Conference at Seoul are eligible for review to be included in this *JBR* special issue. Scholars seeking consideration of their papers for publication in this special *JBR* issue should submit their extended abstracts or full papers to proper tracks of the 2020 Global Marketing Conference at Seoul and notify their intention to publish their papers in this *JBR* special issue to a proper track chair by **May 29, 2020**.

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