



Advancing Social Media in Marketing Theory and Practice

Call for Papers for *Journal of Global Scholars of Marketing Science* Special Issue

Deadline: 30 November 2017

The *Journal of Global Scholars of Marketing Science: Bridging Asia and the World (JGSMS)* invites authors to submit manuscripts for a Special Issue on “Advancing Social Media in Marketing Theory and Practice.” The manuscript submission deadline is 30 November 2017. The co-editors of the special issue seek manuscripts that address aspects of social media marketing.

Scope of the Issue. Social media has dramatically affected the way people and business communicate. What used to be a small niche portion of online activity has become an important part of both personal and marketing communications for our society. This interest in social media can be seen by the number of users as well as the time spent on social media sites. According to the Pew Research Center, social media usage has increased nationally by almost 1,000 percent in just eight years’ time for people ages 18-29 (Griffin, 2015). Additionally, “In North America, 77% of internet users are active on social media, up 6% from January 2015” (Sutter, 2016, p.1). A prime example of this activity can be found with Facebook. One of the most popular social media sites, Facebook, saw their active daily users increase from one million users in 2004 to one billion users in 2016 (Zuckerberg, 2016). That is incredibly growth in a relatively short time frame. The average social media user spends nearly 1.72 hours per day on social media platforms, which is equivalent to almost 30% of their total time spent online (Bennett, 2015) and there is no indication that that number will decline anytime soon.

The growth in social media usage and application for marketers provides a wealth of scholarly research activities available for those interested. “The penetration of social media into seemingly all facets of life” has contributed to “a growing scholarly interest” (Kinsky et al., 2016, p. 3). There is a need to understand the theoretical and practical implications of this form of digital communication that greatly impacts our area of interest. Therefore, the *JGSMS* special issue seeks empirical and conceptual research that advances the understanding of the role of social media in marketing theory and practice. Topics of study may include, but are not limited to the following areas related to social media and marketing:

- Effect on marketing efforts of user-generated content
- Service delivery via social media

- Integration and impact of social media on other media outlets
- Marketing in the sharing economy
- Consumer preferences and usage data for social media sites
- Creating value with social media content
- Negative aspects of social media
- Motivations for and against using social media
- Cultural preferences about social media
- Individual differences with regards to social media
- Mobile strategies for social media
- Corporate branding strategies in social media
- Small businesses usage of and benefits from social media
- Strategies for increasing engagement via social media
- Categorization of sites by content and users
- The impact of social media on the role of marketing
- International strategies for using social media
- Innovative research methods for collecting social media data

The co-editors and special issue blind reviewers are solely responsible for accept/reject decisions for submitted manuscripts. Any questions or requests for more information should be addressed to the three co-editors Carol M. Megehee (c_megehee@yahoo.com), Melissa N. Clark (mclark2@coastal.edu), and Monica B. Fine (mfine@coastal.edu), all affiliated with Coastal Carolina University, Conway, SC 29528-6054.

Manuscript Requirements and submission steps. Create manuscripts using Microsoft WORD and submit in an e-mail attachment *to all three editors* on or before 30 November 2017. Send one WORD file attachment of the complete manuscript (send one additional file of editable tables and figures, if used, in POWERPOINT). Include all authors and their full addresses on the cover page (including full name, affiliation, e-mail address, and full international contact details for all authors). Include a separate abstract page with key words that encapsulate the principle topics in the manuscript. Please double space everything on the cover, abstract, text, and reference pages, and use 12-point type only. The manuscript length should be no longer than 30 text double-spaced pages, not counting the cover page, abstract, tables, figures, and reference pages. Include a brief autobiographical note for each author. Submissions must be in American-English--please have a native or near-native American-English speaker review document before submission.

Please go to the *JGSMS* website for author instructions:
<http://www.tandfonline.com/action/authorSubmission?journalCode=rgam20&page=instructions>
 Follow guidelines at the website *except for submission instructions*. Manuscripts not adhering to the *JGSMS* style guidelines will not be placed into the review process. Manuscripts that pass the review process will be put into the Taylor & Francis web-based system for final editorial approval.

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For More Information:

Carol M. Megehee, Coastal Carolina University (c_megehee@yahoo.com),
Melissa N. Clark, Coastal Carolina University (mclark2@coastal.edu),
Monica B. Fine, Coastal Carolina University (mfine@coastal.edu)

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