



**Journal of Global Scholars of Marketing Science: Bridging Asia and the World (JGSMS)**

**Special issue on *Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via Computing with Words and fsQCA***

**Extended Submission Deadline (Extended Abstract): January 31, 2018**

**Guest Editors: Arch G. Woodside (Curtin University)**

**Purpose:**

The Guest editors encourage the contributors to forward their papers that reflect the current ethos and concerns in the sphere of '**Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via Computing with Words and fsQCA**'. The submissions should explore the changing dimensions but not limited to the following themes:

- To calibrate (convert) values in variables into membership scores
- To test a priori model propositions for accuracy and coverage using fsQCA
- To analyze (create and test) for alternative models that achieve high accuracy in predicting outcomes
- To create visuals of theoretical models using Venn diagrams
- To use the free software for algorithm model building and testing (available at fsQCA.com)
- To test for the predictive validity of your highly accurate models on additional sets of data—you can generalize sample findings to populations in case study research not only generalizing to theory
- To replace NHST with SPOT and to use consistency indexes rather than reporting  $p < .05$  and  $p < .01$  significance levels
- To use complexity theory tenets as the foundational propositions in your theory

**Submission Procedure:**

- Authors should submit their extended abstracts to the Chair of track "*Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via Computing with Words and fsQCA*" in the 2018 Global Marketing Conference at Tokyo to be qualified for this JGSMS Special Issue.
- Submission Guidelines for the extended abstract to 2018 GMC at Tokyo are located at: <http://gammaconference.org/2018/>
- **Track Chair:** Arch G. Woodside, Professor of Marketing, Curtin University, Perth, Australia. [arch.woodside@curtin.edu.au](mailto:arch.woodside@curtin.edu.au).
- Based upon invitation by the guest editor of this JGSMS special issue, authors should submit their full papers to the Guest Editor of this JGSMS Special Issue on "*Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via Computing with*

**Words and fsQCA**” through the ‘ScholarOne Manuscript’ portal for the JGSMS (<https://mc.manuscriptcentral.com/rgam>).

-Submissions will undergo a double blind, peer review process. Manuscripts must follow submission guidelines of the JGSMS.

(<http://www.tandfonline.com/action/authorSubmission?journalCode=rgam20&page=instructions#.Vl8Fh9IrJdg>).

**Preference given to submissions that is:**

- Accepted by the chair of “*Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via Computing with Words and fsQCA*” track
- Registered for the 2018 GMC at Tokyo9
- Presented in the 2018 GMC at Tokyo

**JGSMS Homepage:**

- <http://www.tandfonline.com/toc/rgam20/current>