

INDUSTRIAL MARKETING MANAGEMENT

Call for Papers

Innovative digital marketing management in B2B markets

Deadline for submission: October 31st 2019

Industrial Marketing Management announces the call for papers for a special issue on “Innovative digital marketing management in B2B markets”.

Overview and Purpose of the special issue

Digitalization is essential to offer industrial consumers more convenient and faster options for obtaining industrial products and services (Järvinen et al., 2012; Swani et al., 2014). It is prevalent in current B2B markets in the areas including manufacturing, inventory management, transportation, logistics, and purchasing (Andersen, 2005; Obal and Lancioni, 2013). Indeed, industrial consumer trend has been dramatically changed due to the advance of new digital technologies (Quinton and Wilson, 2016). In respond to this trend, marketers have developed more effective and efficient digital B2B marketing strategies, creating greater value for the industrial consumers. It is indispensable to examine the important role of digital B2B marketing management in academia and practice (Lacoste, 2016).

Over the past three decades, scholars have extensively researched the role of digital marketing. However, extant research mostly focuses on the role and impact of digital marketing in the business-to-consumer (B2C) context (Leek et al., 2016). As a consequence, there is a scarcity of research on digital marketing strategies and execution in business-to-business (B2B) markets (Guesalaga, 2016; Wang et al., 2016). Hence, it is imperative to understand the different roles of digital marketing in across the B2C and B2B marketing contexts, especially given the growing role of digital marketing in B2B markets. The rise of digital B2B marketing presents fertile research opportunities for theory development and applied research into the issues and challenges faced by practitioners seeking guidance for strategy development and tactical execution.

The purpose of this special issue is to provide a forum for research investigations into the essential role of digital marketing in business-to-business (B2B) markets. The focal theme is the identification and understanding of successful digital B2B marketing strategies and practices. As digital technologies advance, digital marketing is most likely becoming an integral part of successful B2B marketing strategy. Digital marketing is evolving toward greater use of interactive platforms. This provides an opportunity for the creation of new paradigms of industrial customer behavior and greater understanding of digital B2B

marketing activities in areas as diverse as customer service, experience management, advertising creativity and the discovery of new business opportunities.

The advent of digital technologies has proposed very essential issues to academia and practitioners with new opportunities and challenges. This special issue will contribute to the academia and practice in the following ways. First, majority of the extant research in digital marketing has considered the role of digital marketing in B2C setup although B2B setup is different from B2C setup in many ways. This special issue will contribute finding different role of digital marketing in B2B markets and help developing new theories in B2B digital marketing management. Second, we will help marketers find new digital marketing strategies creating greater value for industrial consumers. Since this special issue covers broad range of topics in B2B markets, it will support practitioners to set up effective digital B2B marketing strategy.

On that basis, specific topics may include, but are not limited to the following:

- Digital B2B marketing strategy and analytics
- Digital B2B marketing metrics
- Digital B2B brand management
- New areas of communication between industrial customers in digital world
- Digital network innovation strategy in B2B
- Purchasing and ordering in business network
- Search and product evaluation in digital B2B marketing
- Digital B2B network as a conduit for more vicarious experience
- Innovative solution of digital B2B marketing
- Privacy, public policy and legal issues in digital B2B marketing
- Social innovation in digital B2B marketing management
- B2B content marketing
- Digital B2B Marketing impact of user-generated content
- Business customer's response to and effectiveness of advertising strategies in digital B2B marketing
- Business customer response to and effectiveness of content strategies in digital B2B marketing
- Business customer relationship in digital world
- Digital media optimization for B2B marketing
- Creative digital media advertising option and effectiveness
- Multi-channel digital B2B media strategy
- Business customers' engagement with user-generated content
- The use of social media for service delivery in digital business market
- Effects of social media on other media channels in business market
- B2B marketing in the sharing economy
- Attribution modelling and digital budget allocation
- Strategic digital B2B marketing management in SNS
- B2B digital media strategy in SNS

- Social network innovation in digital B2B marketing
- Methods for building out a digital marketing mindset within B2B organizations
- Incorporation of digital marketing methods in tech-based B2B start-ups

We will give preference to empirical papers—both qualitative and quantitative—although theoretical papers that examine fundamental issues in, or offer comprehensive frameworks of, value in business and industrial marketing also are welcomed. As *Industrial Marketing Management* is widely read by an academic and business audience, all submissions should include implications for practitioners.

Preparation and submission of paper and review process

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. Submissions should be about 6,000-8,000 words in length. Copies should be uploaded on *Industrial Marketing Management's* homepage through the EVISE system. You need to upload your paper using the dropdown box for the special issue on Innovative digital marketing management in B2B markets. For guidelines, visit http://www.elsevier.com/wps/find/journaldescription.cws_home/505720/authorinstructions. Papers not complying with the notes for contributors (cf. homepage) or poorly written will be desk rejected. Suitable papers will be subjected to a double-blind review; hence, authors must not identify themselves in the body of their paper. (Please do not submit a Word file with “track changes” active or a PDF file.)

Please address all questions to the guest editors:

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