



Call for Papers:
Special Issue of *Journal of Business Research* (JBR) on
“Digital and Social Media Marketing and Management
in Fashion Industry”

Extended Abstract Submission Deadline: Jan. 15, 2019

Full Paper Submission Deadline: Nov. 25, 2019

The *Journal of Business Research* will publish a special issue on “**Digital and Social Media Marketing and Management in Fashion Industry**” with selected papers presented in a track called “Digital and Social Media Marketing and Management in the Fashion Industry” at the **2019 Global Fashion Marketing Conference at Paris** (<http://gammaconference.org/2019/>).

Among the multiples industries which have been impacted by the rise of social media marketing, the fashion industry is arguably the one that has been the most radically transformed by social media. From redefining what Fashion is, to inviting new critics to judge the work, social media have undoubtedly re—shaped the fashion landscape. This timely special issue will explore this impact.

Topics of Digital and Social Media Marketing and Management in the Fashion Industry include but are not limited:

- The role of social media in shaping fashion consumer behaviour
- Social media in fashion communication strategies
- Influencers on social media
- Research methods in social media and its implications for fashion
- Retail strategies and social media in the fashion industry
- Luxury vs high street fashion in social and digital media.
- New area of communication between consumer and social media;
- Social network fashion shopping;
- Innovative solution for social media in fashion marketing;
- Customer relationship marketing in fashion;
- Social media optimization for fashion marketing;
- Creative digital and social media advertising option and effectiveness in the fashion world
- Multi-channel strategies in fashion management;
- Search and product evaluation for fashion goods and services;
- Consumers’ engagement with user-generated content in fashion;
- Marketing impact of user-generated content in fashion;
- Topics that pertain to the specificity of fashion in terms of: consumer response to and effectiveness of advertising strategies on social media; consumer response to and effectiveness of content strategies on social media
- Mobile commerce and location-based services in fashion management
- Fashion marketing & the sharing economy;
- Digital and social media marketing metrics applied to fashion

As well as conceptual papers covering the above topics.

Extended Abstract Submission Deadline: Jan. 15, 2019

- Authors should submit their extended abstracts to the following track called “**Digital and Social Media Marketing and Management in the Fashion Industry**” at the **2019 Global Fashion Marketing Conference at Paris** to be qualified for the formal full-paper submission to this JBR Special issue.

- Authors should express their intentions to publish their papers in this JBR special issue to their track chairs.

- Submission Guidelines of the extended abstract to 2019 GFMC at Paris can be found at: <http://gammaconference.org/2019/>

- *Extended Abstract Submission to Co-chairs* of ‘Digital and Social Media Marketing and Management in the Fashion Industry’ track: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **Prof. Benjamin G. Voyer**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, bvoyeur@escpeurope.eu, Tel: +44 20 7443 8836.

Full Paper Submission Deadline: Nov. 25, 2019

- Only the papers that are accepted, registered, and presented at the 2019 GFMC in Paris will be eligible for the full-paper submission.

- The Guest Editor will select the best papers presented at a track called “Digital and Social Media Marketing and Management in the Fashion Industry” of the 2019 GFMC at Paris and invite the authors to submit their full papers to this JBR Special issue on “Digital and Social Media Marketing and Management in the Fashion Industry” for the formal review.

- All papers should be formatted according to the *JBR* Submission Guidelines. (<https://www.elsevier.com/journals/journal-of-business-research/0148-2963/guide-for-authors>)

- All selected full papers are subject to the formal double blind review process of the JBR.

- *Full Papers Submission to the Guest Editors of this JBR special issue.*

For More Information

Guest Editors:

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