

Call for Papers:

**Special Issue of the *Journal of Public Policy & Marketing*
“Global Perspectives in Public Policy & Marketing”**

A Special Issue on “Global Perspectives in Public Policy and Marketing” will include outstanding papers presented at “*Global Perspectives in Public Policy & Marketing*” track of the 2016 Global Marketing Conference (GMC) at Hong Kong.

Extended abstract submission deadline for 2016 GMC: Jan. 15, 2016

Full paper submission deadline for *JPP&M*: Sept. 15, 2016

Globalization: “...the inexorable integration of markets, transportation systems, and communication systems to a degree never witnessed before – in a way that is enabling corporations, countries, and individuals to reach around the world farther, faster, deeper, and cheaper than ever before, and in a way that is enabling the world to reach into corporations, countries, and individuals farther, faster, deeper, and cheaper than ever before” (Friedman (1999, p. 3).

The 2016 Global Marketing Conference (GMC) will be held in Hong Kong, on July 21– 24, 2016. This year’s conference theme is, “Bridging Asia and the World: Global Platform for Interface between Marketing and Management.” A special Conference track on Marketing and Public Policy offers an exciting opportunity to answer a call for research that considers global issues in marketing and public policy.

Marketers who wish to offer products or services in multiple countries must all do the same fundamental work. A huge global consumer products maker like Nestlé may develop a new family of beverage brands to be sold in several countries in Africa, while a woman in a rural village in the Mekong Delta of Vietnam may find that consumers in the United States desire baskets that she makes from dried water hyacinth stems. Each of these must find consumers who want what they make. Even still, a constantly changing maze of legal restrictions may exist with each geographical boundary that is encountered, and both marketers and those who regulate marketing activities must pay close attention to many domestic as well as international laws including those that govern market entry, antitrust, product liability, consumer protection and intellectual property rights. Technologies involving transportation, manufacturing, and communication may all play a role in facilitating and impeding the process for business entities as well as consumers.

Thus the premier academic and professional journal that examines the mutual impact of marketing and governmental decision making on economic performance, consumer welfare, and business decisions, in conjunction with the Global Marketing Conference, solicits papers

that address the expanse of regulatory, legal, and ethical issues that exist in international marketing interactions. We encourage the submission of rigorous, thoughtful and innovative conceptual papers, literature reviews, case studies, empirical studies and practice papers using a wide range of methodologies that contribute significant implications for marketing and public policy.

Topics that would be appropriate for this conference track and special issue might include, but are not limited to, a broad range of marketing and consumer-related public policy issues:

- Global perspectives on climate change or other environmental concerns (for example, sustainability and/or recycling)
- Global perspectives on intellectual property (copyright, patent, trademark, trade secret)
- Sourcing, supply, and other distribution issues related to cultural perceptions of corruption or unethical behaviors
- Market research – legal or regulatory issues related to the collection, storage and transmission of data.(e.g., privacy issues in various markets)
- Labelling issues in major markets
- Marketing to minority groups in non-U.S. contexts, issues related to immigration
- Impacts of political risk and terrorism on marketing decision making
- Pricing regulation across markets - price controls, resale price maintenance, price freezes, value added systems and taxation
- Legal/regulatory issues in developing economies or protection of “bottom of the pyramid” consumers
- Current regulation of advertising or other promotion practices in major markets – for example, food, to children, controversial products or content, sales tactics
- Transnational or extraterritorial issues with respect to online or mobile marketing practices

All submissions, reviewing and notification will be conducted electronically through email. If you do not receive confirmation of your submission within seven days, please contact the track chairs. Please submit extended abstracts in a Microsoft Word document using Times New Roman 12- font. Submissions should have page numbers and be limited to 5 pages of text in length. References and citations should follow the *Journal of Public Policy & Marketing* guidelines style. Please place all tables and figures at the end of the manuscript (following the references). The manuscripts title page should include the corresponding author’s name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. Submissions will be evaluated by a double-blind review process. Information identifying the submission authors should only be listed on the title page. ONLY papers selected from those presented at “Global Perspectives in Public Policy & Marketing” track of the 2016 Global Marketing Conference in Hong Kong will be considered for the special issue of the *Journal of Public Policy & Marketing*.

Submission:

Submissions should be sent to both track chairs/guest editors. Authors may contact the track chairs with inquiries relating to the issue.

Special Issue Editors/Conference Track Chairs:

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2016 GMC Conference submission guidelines:

http://gammaconference.org/2016/sub03_01.html

Submission guidelines for the journal:

<https://www.ama.org/publications/JournalOfPublicPolicyAndMarketing/Pages/About.aspx>

Information about the Global Marketing Conference:

<http://gammaconference.org/2016/>

About the *Journal of Public Policy & Marketing*

The *Journal of Public Policy & Marketing (JPP&M)* is the premier academic and professional journal that chronicles and analyzes the joint impact of marketing and governmental policies and actions on economic performance, consumer welfare, and business decisions. Written for concerned marketing scholars, policymakers, government officials, legal scholars, practicing attorneys, and executives, *JPP&M* examines the interface between marketing and public policy and the functioning and performance of the nation's economy. Articles encompass broad societal concerns that range from environmental and health-related issues to privacy and financial well-being. *JPP&M* is highly respected for its topical and insightful commentary. *JPP&M* seeks to publish world class scholarship which examines these issues from an interdisciplinary, international, and comparative perspective. Papers submitted to the *Journal of Public Policy & Marketing* should be explicit about the contribution to marketing and public policy, including what policies or potential policies are at issue, for which policy makers the paper is relevant, and how the paper contributes to these policy makers understanding of and ability to address the focal issues.

References

Friedman, Thomas L. (2002) *Longitudes and Attitudes: Exploring the World After September 11*, New York: Farrar, Straus, and Giroux.

