

Case Studies in Strategic Communication (CSSC)

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Call for Papers

Special Section for 2016:

Contemporary Marketing Strategies as Communication Tools for Modern Retailers

Guest Editors:

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Retailing is a large, diverse and dynamic sector for many countries in the modern world. Today's retail marketers compete more vigorously than ever to attract customers in choosing products or services they offer. They have created marketing plans, sought advice from external consultants, and developed metrics and strategic plans which hope to better retain their existing customers while increasing market share. Retail marketers understand that marketing is in fact a form of communication. However, there are several critical questions that challenge the retail marketers in this contemporary world such as who to target, how to do so, when is the perfect time and where is the right place that must be answered in order to achieve competitive advantage in this turbulent market.

The major aim of this special section is to provide a unique focus on the effective use of contemporary marketing strategies as communication tools for today's retail marketers (both bricks and clicks) in reaching customers successfully in the competitive environment. It is clear that retail marketing has changed significantly in the past few decades across the regions. This special section embraces new shifts and trends within the retail industry in this turbulent market and takes readers on an exploration of marketing with unprecedented vitality and energy.

Recommended topics include, but are not limited to, the following:

Brand and Product Management	Direct Marketing	Relationship Marketing
Consumer and Business Buyer Behavior Marketing	Integrated Marketing Communications	Services Marketing
Cross-cultural Marketing	International Marketing	SME Marketing
Customer Relationship Management	Placement and Marketing Channel	Sports Marketing
Digital and Social Marketing	Pricing Strategy	Tourism Marketing

In particular, the guest editors encourage the submissions of Teaching Case Studies in any of the topic areas listed above which can be used as a teaching tool in undergraduate marketing courses. The teaching cases aim to show the application of a concept to real life situations that are faced by today's marketers. Moreover, the teaching cases in this special section can be used by the marketing instructors to assist their students in developing analytical thinking skills as well as problem solving techniques. In other words, the guest editors are encouraging the adoption of problem based learning (PBL) in the classroom which will make higher education teaching and learning more efficient.

Notes for Prospective Authors

Only the real case studies of actual organizations (based on actual events) will be considered for peer review. Full case studies are expected to be submitted by May 31, 2016. The submitted cases will be reviewed by the editors and, if suitable for this publication, then sent to two referees for double blind peer review.

Based on reviewers' recommendations, the cases will be accepted as is, revised or rejected. Authors will be given the opportunity to act as reviewers for submitted case studies.

Cases should be sent electronically to cssc-retail@hotmail.com as an email attachment no later than May 31, 2016. The authors of each of the case studies are solely responsible for ensuring that case studies submitted for publication in CSSC have not been published elsewhere and contain no material previously published or written by another person, except when due reference is made in the text of the paper.

The case study must be clearly written without any spelling or grammatical errors. General style/format guide includes:

- Papers of 4 pages or less are strongly preferred (all inclusive except the answers for the questions).
- Case studies must be accompanied by 3 to 5 questions and appropriate answers (1-2 paragraphs per suggested answer).
- Case Studies should be single spaced, Times New Roman font, 12pt with 1 inch margin on all four sides in Ms Word format (doc or docx). The title of your paper must be written in bold using 12pt Times New Roman font. All heading and sub-headings (e.g. Abstract, Overview/Introduction, Background, Problems, Methodology and Findings) should be written in bold letters. The referencing style to be used is APA.
- All tables and figures should be incorporated into the body of the paper.
- The paper should have three covers. The first cover should contain the title, full authorship, authors' academic degrees, professional titles, affiliations, postal and Email addresses, acknowledgment of research sponsors and assistance. This should then be followed by a 150 word abstract.
- The second cover should only indicate the article title and keywords (this will be used for anonymous refereeing) followed by the full case study.
- The third cover should only contain questions and answers that are relevant to the case.
- Figures and tables created by authors are acceptable, however, any graphics, figures etc. generated by third parties (such as company logos) should be avoided.

About Case Studies in Strategic Communication

Case Studies in Strategic Communication (CSSC) is an online, peer-reviewed open access journal published by USC Annenberg Press at the University of Southern California. CSSC seeks to attract high quality case studies suitable for use in teaching and learning within its relevant fields. For more information about the journal, visit <http://www.csscjournal.org>.

Important Dates

Manuscript submission deadline: May 31, 2016

Notification of acceptance: August 1, 2016

Final paper submission deadline: September 1, 2016

Publication date: October 2016

Inquiries can be forwarded by email to any of the guest editors as shown below:

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