Journal for Advancement of Marketing Education

Call for Papers Special Issue for Fall 2019:

INNOVATIONS IN DIGITAL RETAILING EDUCATION

Guest Editors:

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Submission Deadline: June 1st, 2019

Retail industry today is witnessing a transformation that is fueled by the proliferation of digital technologies which directly impacts buying behavior. Retailers are investing in radical strategies that require employees to be proficient not just in the traditional aspects of retailing but also be skillful in non-traditional aspects such as analytics, website development/management, digital marketing, mobile commerce, social commerce, omni-channel pricing and merchandising strategies. Along with traditional skills taught in retail programs, students with quantitative and technical skills will see sustained success in their careers. Acknowledging this transformation, the focus of this special issue is on the pedagogical aspects of technology-enabled retailing and issues pertaining to curriculum development in this area. Papers documenting empirical and tested innovations that have been statistically validated will be given preference.

The topics of interest for this special issue could include (but not limited to) the following:

- Pedagogical innovations and/or curriculum development* in
    o digital and omni-channel retailing
    o consumer experience in the context of digital/omni-channel retailscape
    o supply chain management, pricing, and merchandising in the context of digital/omni-channel retailscape
    o mobile commerce
    o social media marketing
    o website development
    o digital advertising
    o virtual merchandising

    *Curriculum development could pertain to creating a new degree program, altering an existing degree program and/or creating a minor at undergraduate and graduate levels.

Please contact the guest editors with any questions. The following outline will assist authors in preparing a manuscript:

1. Clearly state the problem the innovation is intended to address.

2. Explain how the problem relates to today's technology-enabled retail environment – either in terms of instruction or curriculum objectives.

3. Outline the innovation: (a) What skills or knowledge should students have? How does the knowledge students need relate to the problem that needs to be solved? (b) What knowledge or skills did the instructor want the students to know or have after this innovation? (c) What basic process was used to deliver the knowledge or skills including time and resources? (d) What materials did the instructor provide to the students? Provide samples, where possible. (e) If new curriculum was successfully developed, provide challenges faced and how it was resolved.

4. Explain how the innovation solves the problem and equips students for the transformed retail environment.

5. Report assessment results of the innovation's effectiveness in addressing the problem.

6. Summarize challenges or concerns encountered when using the innovation and how an instructor might deal with them.

7. Comment on the adaptability of the innovation for other omni-channel courses.

Electronic submission to either of the guest editors is required. Each electronic submission should contain two Microsoft WORD files (no pdf files accepted). The cover page document should include the title of the paper (upper/lower case), name, position and complete contact information for each author. The other document should contain just the manuscript without any author-identifying information.

Please consult the *Journal for Advancement of Marketing Education* submissions page at http://www.mmaglobal.org/publications/jame/jame-submission-guidelines/ for details on the formatting style of the structured abstract, references, tables or figures. Multiple submissions are permitted. For the special issue the body of the manuscript has a 10-page double spaced maximum including references (not including the cover page). You may also have up to three pages of appendices, table and figures, etc. Please use 12-point font and APA style.