

## CALL FOR PAPERS

### *Marketing Management Journal – Special Section*

#### **The Evolution of Marketing – Changes in the Purchase and Consumption of Products and Services through Technology**

Never before have we encountered such a dramatic change in the purchase and consumption of goods and services as we have experienced in the recent decade. The advent and rapidly expanding uses for mobile technology, as well as the transformation of numerous cultural norms, have dramatically altered our consumption processes. The means by which consumers purchase and consume products and services are impacted. The seventh special section of the Marketing Management Journal will focus upon the critical factors surrounding the dramatic change we are witnessing in marketing.

Research involving a wide variety of topics will be considered for publication in the forthcoming special section. While technology has an obvious impact upon nearly every aspect of the purchase and consumption of goods and services, other factors such as social norms, significant shifts in demographic profiles, consumer psychographics, and socio-economic changes are also factors impacting our society's consumption. Both business-to-business and business-to-consumer manuscripts will be given equal consideration. Primary consideration will be given to empirical work, both qualitative and quantitative in scope.

Specific topic ideas include, but are not limited to:

- 1) The impact of “showrooming” on purchase decisions.
- 2) Consumption through the use of mobile technology.
- 3) Mobile technology's impact on traditional consumption.
- 4) How social norms and shifts in demographic profiles alter the marketing of products and services.
- 5) The sharing of products beyond automobiles and dwellings.
- 6) Influencer marketing's increasing role in the consumer decision making process.

**Submission Deadline: March 1, 2018**

Please see detailed submission guidelines located at: <http://www.mmaglobal.org/publications/mmj/>

Submit articles via email to [taurand@niu.edu](mailto:taurand@niu.edu)

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