

## **Marketing during Uncertain Times: How do Disruptive Events affect Marketing Management?**

As the entire world has felt, and continues to feel, the impact of COVID-19, the field of Marketing has been turned upside down. A shift from bricks-and-mortar shopping to predominantly online shopping has occurred for a number of consumers. This has a far-reaching impact on the supply-chain, as well as to customer relationship management processes and systems. Consumers are seeing delays in delivery of items, creating an excess burden on many CRM systems. Further, the traditional sales process has also changed. Salespeople are now making fewer face-to-face sales calls and the handshake might be something of the past. Demand for certain products is rapidly increasing, while other products are seeing massive reductions in demand. This is creating major supply/demand issues across the supply chain, in addition to creating uncertainty within the marketplace.

Recognizing that we are in a new paradigm of marketing management, *Marketing Management Journal* will have a special section of the Journal designated for research on disruptive events. While COVID-19 is at the forefront of disruption across the world, research submissions examining other disruptive events are also encouraged.

Suggested topics could include, but are not limited to:

- The impact of COVID-19 on the supply chain.
- The role of the CRM system in the COVID-19 crisis.
- The role of technology during COVID-19.
- The role of technology in a post-COVID-19 time.
- Changes in how customers interact with front-line employees, including the sales force.
- Changes to the sales process due to COVID-19.
- The best practices for bricks-and-mortar retailers to survive a disruptive event.

Special Section Review Process:

- Manuscripts should be submitted by August 31, 2022, for full consideration.
- *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- The Editor will review all manuscripts before entering them into the review process.
- At least two independent reviewers will provide feedback on a given manuscript.
- To facilitate timely publication, all manuscripts receiving an offer for revision will be due within 90 days.

***Submission Deadline: August 31, 2022***

Please see detailed submission guidelines located at: <http://www.mmaglobal.org/publications/mmj/>  
Submit articles via email to [MMJ@mmaglobal.org](mailto:MMJ@mmaglobal.org)

***Marketing Management Journal Editor***

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