

Digital Technology's Influence on Marketing Management

Technology continues to be a driving force within marketing management. A shift from bricks-and-mortar shopping to predominantly online shopping has occurred for a number of consumers. Companies have responded by spending additional resources to improve their online presence, including website content, the online customer experience, and the use of social media to provide visibility to the brand and products.

Recognizing this continuing shift in the customer experience, *Marketing Management Journal* will have a special section of the Journal designated for research on digital technology's influence on marketing management.

Suggested topics could include, but not limited to:

- How business is being conducted in a virtual environment.
- How firms have increased the use of technology during the COVID-19 crisis.
- Social media's influence on consumers.
- Social media's influence on the business-to-business sales process.
- The influencer.
- The use of mobile technology in the consumer buying process.

Special Section Review Process:

- Manuscripts should be submitted by December 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: December 31, 2022

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

Marketing Management Journal Editor

Questions about the special section should be directed to:
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