

JOURNAL OF MARKETING MANAGEMENT CALLS FOR PAPERS

Call for Papers - Special Issue on Re-Visiting Contemporary Issues in Green/Ethical Marketing
(deadline for submissions 1 March 2011)

Call for Papers – Special Issue on CRM: Technology Adoption, Business Implications, and Social and Cultural Concerns
(deadline for submissions 28 September 2011)

Call for Papers - Special Issue on Anthropomorphic Marketing
(deadline for submissions 31 January 2012)

JOURNAL OF MARKETING MANAGEMENT SPECIAL ISSUE CALL FOR PAPERS

Special Issue on Re-Visiting Contemporary Issues in Green/Ethical Marketing

Guest Editors: Morven G. McEachern and Marylyn Carrigan

As predicted by Prothero (1998, p.507), green/ethical marketing over the last decade has been unquestionably confirmed as “the fad that won’t slip slide away.” Moreover, the empirical interest in this area has been complemented by increasing corporate attention and activity in the marketplace, with companies such as Marks & Spencer, Nestlé, Tesco and Proctor & Gamble now competing on green/ethical credentials to earn greater loyalty from more ethically ‘conscious consumers.’ The topic of green/ethical marketing has successfully entrenched itself as a central component of the marketing discipline. However, as we re-visit the subject of contemporary green/ethical issues a decade after the publication of the original Journal of Marketing Management special issue (Vol.14 No.6), there is a need to evaluate the empirical development that has taken place as well as give some thought to its future direction. In particular, theoretical and empirical papers are invited in the following areas:

- Critical reviews of research and history of green/ethical marketing/sustainability
- Market development/competition amongst green/ethical brands
- Green product and packaging development;
- Marketing communication tactics used to communicate green/ethical criteria;
- Cross-cultural attitudes to pro-environmental behaviour and sustainability;
- Green/Ethical issues across international markets;
- Green/ethical issues surrounding consumers and sustainable lifestyles;
- Green/ethical issues within the supply chain (e.g. local production, carbon footprints);
- Organisational and consumer attitudes towards waste, disposal and recycling;
- Green marketing and the retail sector;
- Green ‘wash’, green ‘spin’, consumer cynicism, distrust and apathy;
- Eco-tourism;
- Green communities.

Papers in other areas will also be considered by the editors. All manuscripts submitted must strictly follow the guidelines for the *Journal of Marketing Management*. These are available at www.informaworld.com/rjmm

The closing date for submissions is **1 March 2011** for publication in March 2012.

Submissions

Manuscripts should be submitted online using the Journal of Marketing Management ScholarOne Manuscripts site (<http://mc.manuscriptcentral.com/rjmm>) from 1 January 2010. New users should first create an account. Once a user is logged onto the site submissions should be made via the Author Centre.

Authors should prepare and upload two versions of their manuscript. One should be a complete text, while in the second all document information identifying the author should be removed from files to allow them to be sent anonymously to referees. When uploading files authors will then be able to define the non-anonymous version as “Complete paper with author details”, and the anonymous version as “Main document minus author information”.

To submit your manuscript to the Special Issue on **Re-Visiting Contemporary Issues in Green/Ethical Marketing** choose the title of the Special Issue from the Manuscript Type list when you come to submit your paper. Also, when you come to the ‘Details and Comments’ page, answer ‘yes’ to the question ‘Is this manuscript a candidate for a special issue’ and insert the title in the text field provided.

If you have any queries you can direct these to the guest editors:

JMM Special Issue Editorial Team
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JOURNAL OF MARKETING MANAGEMENT SPECIAL ISSUE CALL FOR PAPERS

CRM: Technology Adoption, Business Implications, and Social and Cultural Concerns

Guest Editors: Dr. Maged Ali, Brunel Business School, Brunel University, UK; Dr. Charles Dennis, University of Lincoln, UK; Professor T. C. Melewar, Brunel Business School, Brunel University, UK.

Journal of Marketing Management is pleased to announce a special issue focused on recent advances and development with regard to scholarship on Customer Relationship Management (CRM) from the business, technical, social and cultural perspectives.

Over the last decade, there has been a dramatic growth in the acquisition of CRM Systems. Understanding and responding to customer needs and improving customer service have become important elements of corporate business strategy. IT based CRM systems are being used by different organisations to support these strategies. However, more recently, there has been an increase in reported CRM failures, suggesting that the implementation issues are not just technical, but encompass wider business and social and cultural factors. Most CRM implementations do not produce expected results and even with technical feasibility many promised benefits of CRM have been rarely fulfilled. Theory in these areas and areas relating to their interrelationships remains relatively under-researched. The aim of this special issue of JMM is to bridge this gap, and to advance our understanding of the application of marketing, information systems, and social theories to the relationships of these three perspectives.

Accordingly, the Guest Editors welcome submissions offering innovative insights into issues surrounding CRM business, technical and social and cultural concerns. All papers will be required to have an original perspective and a distinct contribution to the integration of these three areas mentioned above.

All rigorous and thoughtful conceptual papers, literature reviews, case studies, empirical studies and practice papers using a wide range of methodologies are encouraged. A wide variety of topics will be suitable for this special edition and might include (but is not limited to) the following:

- Theoretical and conceptual foundations for the integration of the subject areas above
- CRM business, technical, and social and cultural issues in multinational organisations, small / medium sized businesses, and non profit organisations
- CRM business process reengineering and organisational cultural influence
- Processes and methodologies for building a successful CRM
- Effect of CRM systems on industrial/organisational performance
- CRM strategies for the internet and e-CRM
- CRM strategies frameworks for diversified companies and partnerships
- CRM and outsourcing / offshore
- Mergers and acquisitions effect on CRM
- Ethics and CRM
- Global CRM strategies and national cultural concerns
- Methodologies in CRM business, technical, and social and cultural concerns research CRM systems for sales, marketing and customer service management functions
- Insights into CRM systems integration within different management functions, and evaluation for maximum impact
- Getting the right mix for CRM's people, processes, and technology
- Common CRM pitfalls and CRM Best Practices
- CRM latest technologies, and providing successful real-time CRM environment for business needs
- Case studies of the development, implementation, adoption and maintenance of CRM projects in different countries.
- Customer satisfaction, customer loyalty and strategic planning for CRM
- Contact management, and multi-channel customer management
- Sales force automation and work flow scheduling
- Campaign management and strategic marketing planning
- Role of socio-technical determinants in encouraging adoption and diffusion of CRM.

The closing date for submissions is **28 September 2011**, for publication in October 2012.

Submissions

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Prospective contributors with questions concerning the potential suitability of topics, Guest Editors' expectations, or additional requirements about this special issue are invited to contact directly by email to Maged Ali, maged.ali@brunel.ac.uk, Charles Dennis, charles.dennis@brunel.ac.uk or T.C. Melewar, t.c.melewar@brunel.ac.uk.

ANTHROPOMORPHIC MARKETING

Guest Editors: Professor Stephen Brown & Dr Sharon Ponsonby-McCabe, University of Ulster, Northern Ireland.

Anthropomorphism is ubiquitous in marketing. The imputation of animal characteristics to inanimate objects, or concepts, is one of the defining features of our field. Marketers animate, personify, reify, totemise and practise the “pathetic fallacy” with impunity. Products, we maintain, have life cycles; brands are blessed with distinctive personalities; marketing myopia is an ever-present threat; cash cows ruminate in the water-meadows of strategic marketing; advertising mascots like Tony the Tiger, Aleksandr Orlov and the venerable Michelin Man charm children of all ages. Red Bull, meanwhile, gives us wings.

Despite the prevalence of anthropomorphism, its appeal is poorly understood (Brown 2010). According to Guthrie’s (1995) classic study, *Faces in the Clouds*, the anthropomorphic instinct is attributable to humankind’s innate need to personify. It’s a survival mechanism of sorts. He also notes that anthropomorphism surges during times of social, economic and technological turmoil. Times like the present. Another possibility, explored by Micklethwait and Wooldridge (2005), is that it’s a relic of the Company Acts, which are predicated on the premise that corporations are living, breathing entities in the eyes of the law.

Regardless of the reasons for anthropomorphism’s grip on the marketing imagination, the fact remains that our products and services are surrounded by, wrapped around, and embodied in, companion animals. And domesticated animals. And wild animals. And supernatural creatures of every imaginable stripe, from elves to aliens. Accordingly, a special issue of *JMM*, edited by Stephen Brown and Sharon Ponsonby-McCabe, will be devoted to this intriguing issue. Papers are invited on any aspect of anthropomorphic marketing. These include, but are not limited to, the following:

- The appeal of advertising characters, spokescreatures and animal mascots.
- *The Descent of Brand*: on the evolution and development of beastly brand icons.
- Anthropomorphic concepts in marketing – red herring, golden goose or pig in a poke?
- Personified products and services – can “friendly” biotic yogurt turn nasty?
- Is Relationship Marketing reification incarnate?
- Is the PLC dead and buried?
- Should children be kept away from brand animals?
- Toward a taxonomy of trade characters.
- The lure of Farmville, Club Penguin, Lolcats, *et al.*
- The call of the cute, the cuddly, the comely, the carnivorous.
- Myths, legends, stories – the making of marketing monsters.
- Beast fables for marketing managers, from *Squirrel Inc.* to *The Penguin’s Progress*.
- Totemism and taboo in corporate identity formation, communication, perpetuation, critique.
- National, cultural and sectoral differences in mascotomania – eagles in America, bulldogs in Britain, untamed sports teams, high-flying financial services.

All manuscripts submitted should follow the guidelines for the *Journal of Marketing Management*. These are available at www.informaworld.com/rjmm

The closing date for submissions is **31 January 2012**, for publication in February 2013.

Submissions

Manuscripts should be submitted online using the Journal of Marketing Management ScholarOne Manuscripts site (<http://mc.manuscriptcentral.com/rjmm>) from 1 February 2011. New users should first create an account. Once a user is logged onto the site submissions should be made via the Author Centre.

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To submit your manuscript to the Special Issue **Anthropomorphic Marketing** choose the title of the Special Issue from the Manuscript Type list when you come to submit your paper. Also, when you come to the ‘Details and Comments’ page, answer ‘yes’ to the question ‘Is this manuscript a candidate for a special issue’ and insert the title in the text field provided.

If you have any queries you can direct these to the guest editors:

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References

- Brown, S. (2010), “Where the Wild Brands Are: Some Thoughts on Anthropomorphic Marketing”, *The Marketing Review*, 10 (3), 203-224.
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