

JOURNAL OF INTERNATIONAL MARKETING STRATEGY (JIMS)

CALL FOR SPECIAL ISSUE LINKING LUXURY MARKETING AND OTHER MARKETING AREAS Deadline: November 1st, 2017

The Journal of International Marketing Strategy (JIMS-ISSN#2122-5307) is a rapidly-rising journal first published four years ago. The journal covers a broad range of topics relevant to marketing and has a broad readership of academics, practitioners, policy makers, NGOs, and educators. JIMS features a strong editorial board and uses a double blind peer-review process to ensure its content quality. The journal has a somewhat modified editorial policy in that that strives to help develop submissions towards publication.

Call for Special Issue

In December 2016, the Journal of International Marketing Strategy (JIMS) completed a special issue on luxury marketing. The issue has enjoyed positive feedback from multiple sources reflecting its articles from outstanding authors in the field and an extensive interview with a noted scholar in luxury marketing. The online version of this special issue may be viewed at <http://mtmi.us/jims/december2016.html>.

Given the outstanding response, the JIMS editors have decided to publish a 2nd special issue on luxury marketing. This particular issue is devoted to luxury marketing within the broader marketing environment. The hope is to highlight luxury marketing research taking place in the international environment, and thus help identify research themes and priorities in the area. The editors wish to encourage marketing scholars, educators, and practitioners, both in the US and overseas, to submit their latest work on luxury marketing. The editors encourage both conceptual pieces making an important contribution. They particularly encourage empirical work extending the growing body of knowledge regarding luxury marketing.

The editors for this special issue are Lawrence F. Cunningham, Professor of Marketing, University of Colorado Denver; Lester Johnson, Professor of Marketing, Swinburne University; and Francisco Conejo, Instructor of Marketing, University of Colorado Denver. These are the same individuals who were special editors for the first issue.

The editors feel that with the demand for luxury products exploding around the world, there is still a lack of research on the area. There are thus substantial publication opportunities in luxury marketing, in areas listed below as well as related areas such as services and international marketing.

- Strategic planning and management for luxury firms in multiple/global markets.
- Sustainability and corporate social responsibility issues for luxury related products and firms.
- Consumer-related issues in luxury marketing such as segmentation, targeting and positioning.
- Consumers search, evaluation, and satisfaction derived from luxury brand purchases.
- Marketing information systems and research within luxury firms.
- Various luxury consumer issues/relationships explored using scaling.
- Effectiveness of various luxury marketing mix combinations about luxury target markets

-Luxury services or aspects thereof, such as marketing mix elements.

The above topics are suggestions, and the editors are open to new ideas and proposals within the generally defined subject area. Authors may contact Lawrence F. Cunningham at Lawrence.Cunningham@ucdenver.edu or Pravat K. Choudhury at pchoudhury@Howard.edu with any questions.

Deadline

Submission deadline for this special issue is **November 1st, 2017**. However, the editors encourage submissions before this date. Notifications will be sent to authors immediately upon completing the review process, which is usually four weeks. Hence, authors can count on a rapid response.

How to submit

Papers should be submitted via email as a Word attachment directed to Professor Lawrence Cunningham Lawrence.Cunningham@ucdenver.edu. Authors should provide a statement regarding the originality of their work; assurance that the work is not under review elsewhere; and state that they have complied with all author submission requirements attached to this call, see below. Please direct all questions regarding submissions to Professor Cunningham.