



JBR

Call for Papers: Advancing Research Methods in Marketing *Journal of Business Research* Special Issue, Deadline: March 15, 2010

This *JBR* special issue will include selected papers from research reports presented in the 'Advancing Research Methods in Marketing' Track of the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

The contemporary global consumer market is characterized by intense competition, which calls for sophisticated methods for the acquisition, analysis, and application of marketing intelligence and information. As such, developing and advancing research methods are of vital importance to marketing practitioners and academics.

The *Journal of Business Research* plans to publish a special issue on advancing research methods in marketing with the intention of presenting some of the most cutting-edge and relevant methodological breakthroughs to its readers. The co-editors of this special issue take a pragmatic perspective, and welcome submissions related to all aspects of marketing research methods, from research design, research instruments selection, sample identification, to data collection, analysis, interpretation, and reporting. Interesting papers related to the fundamental principles, concepts, and philosophies of marketing research method will also be considered. Notably, while research techniques are obviously a focus of this issue, purely technical discussion that fails to build connections between research and practices is not encouraged. Some example topics include, but are not limited to the following:

- Interdisciplinary or mixed-method approaches
- Experimental and quasi-experimental studies
- Quantitative modeling and analysis
- Case research in marketing
- Psychometric methods in marketing
- New approaches in data collection and utilization
- Innovative implementations of research methods
- Measurement of marketing concepts.

All papers submitted to the Advancing Research Methods in Marketing Track of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. Electronic submission is necessary; please do **not** send paper copies. All papers accepted for review will complete a double blind peer review procedure. Please submit your paper to both Special Issue Co-Editors: Donghoon Kim, School of Business, Yonsei University, Seoul 120-749, Republic of Korea, (jbr_gmc@yonsei.ac.kr), and Xiang (Robert) Li, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, South Carolina, 29208, USA (robertli@mailbox.sc.edu) before March 15, 2010. The format and style of the papers must comply with the *Journal of Business Research* guidelines.

For More Information: www.kamsconference.org