

JOURNAL OF MARKETING RESEARCH CALL FOR PAPERS:
SPECIAL ISSUE OF ON MARKETING DYNAMICS

Journal of Marketing Research calls for submissions for a special interdisciplinary issue on marketing dynamics. We invite papers that model marketing dynamics resulting from dynamic decision making—that is, decision making in contexts in which current actions on the part of consumers or firms have future consequences. We also invite papers that study the evolution of consumer preferences or the dynamic effects of marketing variables, such as advertising and price promotion.

We invite scholars from marketing, empirical industrial organization, behavioral economics, and decision science to submit papers on marketing dynamics with important substantive consumer welfare, consumer behavior, managerial, and public policy implications to the special issue. We are particularly interested in papers that consider the implications of dynamic considerations for firm policy.

We expect this special issue to lead to significant cross-fertilization across fields and, therefore, to particularly high impact for the papers. The issue is sponsored by universities that have been involved in the Marketing Dynamics Conference, as follows: Boston University, New York University, Özyeğin University, Tilburg University, University of California, Davis, University of California, Los Angeles, University of Groningen, and University of Waikato.

Please submit manuscripts to http://mc.manuscriptcentral.com/ama_jmr and designate “Special Issue on Marketing Dynamics.”

Submission Deadline Extension: **March 4, 2011**; Expected Publication Date: June 2012

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There will be also about 15-20 Guest AEs (besides the regular JMR AEs in this expertise area) handling the special issue manuscripts.