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CALL FOR PAPERS

Marketing and Consumer Behavior in the Digital Environment

IMPORTANT DEADLINES

Submission of Full Paper: until November 30th, 2022.
Review Process Ends: until April 30th, 2023.
Special Issue publication (expected): until July/August, 2023.

GUEST EDITORS

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SPECIAL ISSUE THEME

This call for papers focuses on Marketing and consumer behavior in the digital Environment. Marketing knowledge has been moving from traditional off-line to digital on-line environments (Appel, Grewal, Hadi, & Stephen, 2020). In this new landscape, marketers as well as consumers deal with mobile platforms (Lamberton & Stephen, 2016), online review (Chintagunta, Gopinath, & Venkataraman, 2020), fan in social media (De Vries, Gensler, & Leeflang, 2012), e-mail marketing, electronic marketplaces, new cultural discourses (Ravenelle, 2020), narratives, influencers (Almeida, Coelho, Camilo-Junior, & Godoy, 2018), digital brands (Demo, Silva, Watanabe, & Scussel, 2018) arrangements and groups, and other elements inside the echoverse structure (Nascimento & Beuren, 2011).

From firms' perspective, marketers need to comprehend how their strategies relate to marketing performance measures in the digital arena and across multiple simultaneous digital channels (mobile, phone, internet) that aim to increase observable measures, such as sales and cross-channel (Dinner, Van Heerde, & Neslin, 2014), eWOM, purchase, as well as engagement measures (likes, shares etc.) and other relevant key performance indicators. From the society perspective, marketplace cultures (subcultures, brand communities, consumers' crowds, etc.) (Arnould & Thompson 2005), regulations, consumer culture (Cochoy, Hagberg, McIntyre, & Sörum, 2017;

Denegri-Knott & Molesworth, 2010), construction of markets, market normative practices, and market (re) building are reshaping new ways of experience (Kozinets, 2019). From the consumers' perspective (Jain, Belk, Ambika, & Pathak-Shelat, 2021; Kozinets & Gambetti, 2020), consumer identity, collective identifications, symbolic means, creative and collaborative economy (Scaraboto, 2017) and other elements are developing a distinctive body of theoretical knowledge in understanding new decisions and life-style in digital marketing (Kannan & Li, 2017).

The editors are looking to publish leading-edge papers with a different range of methodologies, theories, concepts, models and applications on any aspect of marketing and consumer behavior in the digital environment. The special issue aims to publish "outside the box" papers that challenges the status quo and current mainstream.

In addition, the Journal of Contemporary Administration (RAC) and the Editors have no preferable methodologies and are open to qualitative (including [N]ethnography, case studies, focus group, narratives, and interviews), quantitative (panel and time series data, experimental design, surveys, meta-analysis), theoretical and critical reviews, and historical approaches.

A list of themes for publication in the Journal of Contemporary Administration (RAC) Special Issue might include, but are not be limited to:

. Browsing and buying behavior (family, individual, group, gender and others perspective)
. Consumer-social network assemblages, and the role of digital materiality in consumption
. Content customization, Content marketing, inbound and outbound marketing
. Discourses, ideologies, and power dynamics in the digital world
. Firm-generated content, Customer-generated content and User-generated content
. Influencer marketing, gamers, culture and consumption in social media environment
. Measuring and managing consumer sentiment on social media
. Multichannel, marketing, channels and online retail strategy
. Online advertising, search engine marketing, web Analytics
. Ratings, online reviews / and online customer behavior
. Self, selves, and others when using/consuming mobile in digital context
. Social commerce and buying behavior
. Social media analytics and marketing performance
. Social media marketing, Social media and network monitoring
. Sociocultural complexities of exchange behaviors and relationships in digital environment
. Sources of online media: paid, owned and earned media
. Text analytics of online content (both user and brand generated)
. Viral advertising, viral marketing and dissemination of online content.

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SUBMISSION PROCESS

Authors are invited to submit original articles that conforms to RAC guidelines on or before November 30th, 2022, through the journal's ScholarOne platform. Please select option **SI MKT & Cons. Behavior** in the first step of submission (Manuscript Type). Articles must be 10,000 words or less in length. All papers must be written in English or Portuguese. By submitting a paper, authors are certifying that the submission is an original, unpublished work, and that it is not simultaneously under consideration elsewhere in whole or part. It should comply with the journal's policy on plagiarism and self-plagiarism. The papers will be screened initially by Guest Editors. Articles suitable for evaluation will then be submitted to a double-blind peer review. Eventual acceptance is subject to the authors successfully addressing the comments of the referees and co-editors.

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ABOUT THE JOURNAL OF CONTEMPORARY ADMINISTRATION

The Journal of Contemporary Administration (Revista de Administração Contemporânea – RAC) was established in 1997 and is published bimonthly (continuous publication) by ANPAD (Brazilian Academy of Management), with open-access to its full text (peer-reviewed) content online. Registered under ISSN 1982-7849 (online) and ISSN 1415-6555 (print version from 1997 to 2010). The journal publishes articles on theoretical development and theoretical-empirical work in the area of Administration and Accounting, aligned with Open Science practices: open data, materials and open source, as well as the dissemination of additional information related to the editorial process. This journal is a member of, and subscribes to the principles of, the Committee on Publication Ethics (COPE) for scholarly publication. The Journal of Contemporary Administration (RAC) is the leading academic journal in its field, with high quality peer-reviewed contributions. Therefore, we pay special attention to the role of RAC: to be a reliable source of data, information, and knowledge. In addition, RAC, through its editorial scope, prioritizes works that explore themes relevant to society. To do so, it uses the themes highlighted in the UN Sustainable Development Goals (SDGs). RAC is a pluralistic and unorthodox business journal in the field of management research, primarily concerned with issues relating to the links between strategy and competitive management, and provides research findings on systems and standards, corporate management tools, organizations and management, specific industry sectors, and answers to contemporary issues such as development, community resilience, inequality, consumption, technology, and climate change.

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