CALL FOR PAPERS

Journal of Interactive Marketing Special Issue
Social Media: Issues and Challenges

Submission deadline: March 15, 2011

Special Issue Co-Editors

Donna L. Hoffman (donna.hoffman@ucr.edu) and Thomas P. Novak (tom.novak@ucr.edu)
University of California, Riverside

The Journal of Interactive Marketing announces a call for papers on topics related to the marketing issues and challenges presented by the explosive popularity of social media. We seek conceptual, analytical, empirical, and managerial papers, covering the newest and most innovative approaches to the study of this theme.

The biggest buzz in the online world in the last few years has been about social media. Consumer usage of applications like Facebook and Twitter has skyrocketed, and marketing managers, increasingly desperate to reach coveted demographics that rarely read newspapers or watch television, are now seriously looking to social Web applications as an important vehicle for reaching their customers.

In keeping with its position as a thought leader and catalyst for shaping ideas and issues associated with electronic, interactive and direct marketing environments, the Journal of Interactive Marketing seeks to publish the most leading-edge academically rigorous ideas, methodologies and insights related to the marketing implications of social media.

Special Issue Topics

The special issue is seeking papers that define and address the social media challenges facing Internet marketers that include but are not limited to the following topics:

- User-generated content represents a wealth of behavioral data. What are the best ways to model and analyze these data for generalizable marketing insight?
- What is the ROI of social media?
- How do social media affect online and offline information seeking and shopping behavior?
- Why does some user-generated content “go viral?”
- Is brand-related user-generated content from different platforms (e.g. Twitter, Facebook, YouTube, and so on) consistent? Do some platforms lend themselves to systematic biases in how consumers discuss brands?
- How can managers integrate the content across multiple social media platforms to develop a consistent view of “consumer chatter” about their brands?
• Can we infer consumer characteristics such as personality, other chronic dispositions, purchase likelihood or other consumer response measures from user-generated content?

• What are the optimal strategies for responding to customer complaints in social media?

• Do social coupon applications – and more generally crowdsourcing applications- have a sustainable business model?

Interested authors should feel free to discuss the fit of their potential topic with the Special Issue editors, Donna Hoffman (donna.hoffman@ucr.edu) and Tom Novak (tom.novak@ucr.edu).

Timeline and Review Details

The deadline for submission of manuscripts is March 15, 2011. This deadline is firm. All manuscripts for the special issue will be reviewed according to the guidelines for the Journal of Interactive Marketing. The special issue will follow the same reviewing process as regular Journal of Interactive Marketing submissions. The special issue editors especially encourage the submission of shorter papers (25-30 pages inclusive).

Authors can expect decisions by June 30, 2011. Revised manuscripts will be due by August 31, 2011; the special issue is slated to appear as the first issue of 2012.

Submission Details

Manuscripts should be submitted electronically via the Journal of Interactive Marketing web site no later than March 15, 2011 according to the submission guidelines. Please indicate that your submission is for the Special Issue on Social Media.

Manuscript guidelines and paper submission: http://ees.elsevier.com/intmar

Please contact Barbara Hruska, Managing Editor, bhruska@directworks.org for submission questions.

About the Journal of Interactive Marketing

The Journal of Interactive Marketing is a peer-reviewed journal that caters to strong academic and practitioner audiences. Its readership includes direct and interactive marketers, advertisers and advertising agencies, market researchers, e-business executives, and researchers in marketing, strategy, customer behavior, managerial economics, statistics, and information technology. JIM is offered in more than 1,500 institutions and libraries in nearly 40 countries around the world and is indexed in the major bibliographic databases including the Social Science Citation Index, Business Source Premier, and ABI/Inform (FirstSearch).

The 2-year ISI Impact Factor for the Journal of Interactive Marketing is 2.60 and the 5-year Impact Factor is 4.02. These numbers offer strong confirmation that JIM is the leading journal in the area of direct and interactive marketing. The commonly used 2-year measure is the 6th highest score among marketing journals.