



**CALL FOR PAPERS:
MARKETING AND INNOVATION**

Special Issue of International Journal of Research in Marketing

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***** Deadline Extended to March 15, 2014 *****

The Erasmus Center for Marketing and Innovation (ECMI), The American Marketing Association (AMA), and the European Marketing Academy (EMAC) are proud to announce the special issue of the *International Journal of Research in Marketing* (IJRM), EMAC's flagship journal.

We invite innovative and groundbreaking contributions that address issues related to the fields of marketing and innovation, and their intersection. The focus of the contributions can be conceptual, methodological, or interesting findings. We aim for a mix of different types of contribution, so we are very open to a very diverse submission flow: ranging from consumer behavior, to strategy, to modeling. Therefore, we are inviting scholars from such diverse fields as marketing, innovation, econometrics, operations research, consumer behavior, empirical industrial organization, and behavioral economics to submit papers with substantial implications for firms and public policy.

The IJRM review process will feature a maximum of two rounds. Papers will be published in 2015 Issue #3 of the journal. Papers are to be submitted through the IJRM submission website (EES) at <http://ees.elsevier.com/ijrm>, with an indication that it is a submission for the special issue (Article Type: "SI: Marketing & Innovation"). Given the limited time-window for revising papers, the editors' aim is to make a decision in the first round; if not, definitely in the second round. It is therefore very important that submissions are as polished as possible.