



Special Issue on Marketing in Business

Call for Papers

Marketing in Business studies how organizations identify customer needs, create value and communicate products or services effectively in competitive markets. It focuses on market research, branding, pricing, distribution and promotion strategies. The field integrates consumer behavior and strategic planning to attract, satisfy, and retain customers while achieving business objectives and sustainable growth.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Marketing in Business**. Potential topics include, but are not limited to:

- Consumer behavior and decision-making
- Marketing strategy and competitive positioning
- Strategic marketing management
- Digital marketing
- Brand management
- Product marketing and management
- Market research and analytics
- Advertising and promotion
- Pricing strategy and revenue management
- Sales management
- International marketing and global markets
- Service marketing
- Retail and e-commerce marketing

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Marketing in Business**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	August 26th, 2026
Publication Date	October 2026

For publishing inquiries, please feel free to contact the Editorial Assistant at



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