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## Special Issue on Business Management and Marketing

### Call for Papers

Business Management and Marketing studies how organizations plan, coordinate and control resources while creating value for customers and markets. It examines management strategies, organizational processes, consumer behavior, branding and market analysis. The field integrates decision-making, communication and competitive strategy to improve organizational performance, customer satisfaction, and sustainable growth in dynamic business environments.

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

- Strategic management
- Consumer behavior
- Marketing strategy and management
- Strategic decision-making
- Pricing strategy and management
- Organizational behavior and leadership
- Human resource management
- Operations and supply chain management
- Market research and analytics
- Big data and marketing
- Entrepreneurship and innovation
- Brand management and advertising
- Sales Management
- Business-to-business marketing
- Customer relationship management
- International business and global marketing
- International trade and business management
- Product marketing
- Globalization and competitiveness
- Marketing & new technology
- Sustainable marketing
- E-commerce and digital marketing

Authors should read over the journal's [For Authors](#) carefully before submission.



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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 – Business Management and Marketing**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	August 11th, 2026
Publication Date	October 2026

For publishing inquiries, please feel free to contact the Editorial Assistant at [submission.entrance1@scirp.org](mailto:submission.entrance1@scirp.org)

OJBM Editorial Office