Marketing Strategy in Digital, Data-Rich, and Developing Market (D³) Environments

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Marketing strategy undertakes three major directions, which can be summarized in three Ds: Digital, Data-Rich, and Developing Markets. The first D is Digital; digital marketing strategy refers to firms’ use of digital tools such as web analytics, digital platforms, online advertising, search engine marketing, and social and mobile media to acquire, manage, and retain customers. Digital marketing strategy has fundamentally changed the landscape of marketing as it not only enriches the tools firms employ in customer relationships but also empowers customers by providing them interaction opportunities with firms that were heretofore impossible. The second D is Data-Rich; digital marketing has made unprecedented data on firm and customer behavior available to researchers. Data include structured data, such as numerical data on consumer purchasing behaviors, firms’ digital marketing interventions, and unstructured data, such as text, audio, or even video content from consumers and firms. This "Big Data" involves characteristics of high volume, high velocity, and high variety. The third D is Developing Markets; the issue of marketing strategy in a digital and data-rich context is particularly relevant in developing markets such as BRIC countries. Developing markets have been the growth engines of the world economy in recent years, and they continue to gain share of the world economy, with renowned e-commerce giants such as Alibaba and Baidu. Developing markets are also fundamentally different from developed markets. The growing importance of developing markets in the world economy suggests that understanding the practice of marketing in developing markets is critical to firm success.

In this special issue of the Journal of the Academy of Marketing Science (JAMS), we are interested in papers addressing the intersections among these three directions (i.e., digital marketing strategy issues with rich data from developing markets). However, papers that capture only a portion of the three Ds are welcome as well.

The topics include, but are not limited to,

1. Online product customization
2. Online community formation and dynamics
3. Customer acquisition and retention in digital platforms
4. Mobile and Omni-channel strategy
5. User generated content in digital environments
6. Keyword advertising in online platforms
7. Online auctions
8. Targeting through digital interventions
9. Online relationship building

Papers targeting the special issue should be submitted through the JAMS submission system (www.edmgr.com/jams) and will undergo a similar review process as regularly submitted papers. Submissions for the special issue begin September 1, 2017, with the final deadline for submissions being March 1, 2018. Questions pertaining to the special issue should be submitted to the JAMS Editorial Office.
In addition to the JAMS special issue, there also will be a Thought Leaders’ conference on the same topic in Beijing, China, June 2-4, 2017, hosted by University of International Business and Economics (UIBE). Interested researchers should submit proposals, abstracts, or papers to the JAMS Editorial Office (jamsed@uw.edu) and Eric Fang (erfang@illinois.edu) no later than March 1, 2017 (proposals will be accepted on an ongoing basis). Extra efforts will be taken by the Special Issue Editors to promote collaboration among international researchers for the special issue and conference. Attending the conference and/or submitting a manuscript to JAMS for publication consideration are independent activities; authors are welcome to engage in one or both of these activities.

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