# Call for Manuscripts

## Journal of Promotion Management

The *Journal of Promotion Management* is peer reviewed and dedicated to promoting new developments and ideas in the areas of marketing, business, promotion media, public relations, sales promotions, and corporate communications. The journal aims to create a forum for scholars and practitioners to exchange ideas in a multi-disciplinary environment.

### Features of the Journal of Promotion Management include:
- Qualitative and quantitative empirical papers with complete data analysis.
- Case studies that clearly discuss the relevance of the case to practitioners and academicians.
- Theoretical papers dealing with the development of models pertaining to basic or applied research concepts.
- Survey papers that contribute to a specific field of study.

### Specific topics of interest include, but are not limited to:
- Advertising and promotion
- Customer relationship management
- Industrial marketing
- Productivity and quality management
- Electronic business, electronic commerce, e-government
- Enterprise systems design, planning and implementation
- Technology and innovation management
- Training and development
- Social influence on organizations
- Motivation, reward structures, and compensation
- Identification and promotion of values
- Brand management
- Green marketing
- Public relations
- Supply chain management
- Inventory and supply management
- Managing service operations
- Business process engineering and reengineering
- Persuasion and commitment
- Group processes: promoting cooperation or competition

### Recent Contents:
- Can Social Media Campaigns Backfire? Exploring Consumers’ Attitudes and Word-of-Mouth Toward Four Social Media Campaigns and Its Implications on Consumer-Campaign Identification, Denni Arli & Timo Dietrich
- Promoting Vegetarianism through Moralization and Knowledge Calibration, Anshu Saxena Arora, Shalonda Bradford, Amit Arora & Rafaella Gavino
- A Content Analysis of Bonus Pack Promotions, Jay Carlson

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