Dr. Shelby D. Hunt, through his seminal contributions to the advancement of marketing thought and practice, is among the most influential marketing scholars since the beginnings of marketing as an academic discipline (Varadarajan, 2021). By means of his research program on “Marketing Strategy and Management,” Dr. Hunt has made significant contributions to research streams on relationship marketing strategy (e.g., Morgan and Hunt, 1994, 1999; Hunt and Morgan, 1994), market orientation strategy (e.g., Bicen, Hunt, and Madhavaram, 2021; Hunt, 2012; Hunt and Lambe, 2000; Madhavaram and Hunt, 2017), market segmentation strategy (e.g., Hunt and Arnett, 2004; Hunt and Derozier, 2004), brand equity strategy (e.g., Hunt, 2006, 2019; Hunt and Madhavaram, 2006), marketing strategy in general (e.g., Hunt, 2018; Hunt and Arnett, 2006; Hunt and Morgan, 1995; Madhavaram and Hunt, 2008; Hunt and Menon, 1995), and marketing management (e.g., Hunt, 1970; Hunt, Chonko, and Wood, 1985; Hunt and Madhavaram, 2012; Lambe, Spekman, and Hunt, 2002). Indeed, as Lusch (2000) notes, Hunt’s programmatic work in marketing strategy and management is especially useful for marketing managers and executives in shaping their firms’ strategic marketing plans. Overall, Hunt’s contributions are foundational for advancing the marketing strategy and marketing management domains (Madhavaram, 2011, 2021). Therefore, we invite submissions to a JBR special issue that focuses on building on the specific foundations of Shelby D. Hunt’s contributions to marketing strategy and management.

Guest Editors:

Dr. Sreedhar Madhavaram, Alumni Professor of Marketing, Texas Tech University, USA

Dr. Robert Morgan, Professor and Phifer Fellow of Marketing, The University of Alabama, USA

Dr. Atul Parvatiyar, Professor of Practice in Marketing, Texas Tech University, USA

Why publish in this Special Issue?

- Special Issue articles are published together on ScienceDirect, making it incredibly easy for other researchers to discover your work.
- Special content articles are downloaded on ScienceDirect twice as often within the first 24 months than articles published in regular issues.
- Special content articles attract 20% more citations in the first 24 months than articles published in regular issues.
- All articles in this special issue will be reviewed by no fewer than two independent experts to ensure the quality, originality and novelty of the work published.
Special Issue Information:

While “strategic marketing” is the term that refers to the general field of study, “marketing strategy” is the construct that is central in the field of strategic marketing (Varadarajan, 2010). Accordingly, developing and executing marketing strategy is central to what marketers do in practice (Morgan, Whitler, Feng, and Chari, 2019). Over the years, research into marketing strategy – marketing strategy content, marketing strategy formulation process, and marketing strategy implementation – and marketing management – toolkit for marketers – have made significant strides in contributing relevant research that can be foundational to the practice of marketing. On the other hand, there are also frequent calls for strengthening marketing strategy research (Day 1992; Riebstein, Day, and Wind 2009; Clark, Key, Codi, and Rajaratnam, 2014; Houston 2016). As advancing the field of strategic marketing within the marketing discipline will contribute to enhancing the discipline’s impact (Hunt 2018), we call for research that builds on the foundations of Professor Hunt’s programmatic research in marketing strategy and marketing management.

Research on marketing strategy and marketing management can be organized into the following categories: marketing strategy in general, brand equity strategy, market orientation strategy, market segmentation strategy, relationship marketing strategy, marketing resources and capabilities, and marketing manager toolkit – concepts, conceptual frameworks, theories, and models. Professor Hunt has made significant contributions to each of the categories (please see Hunt (2019), Madhavaram (2011; 2021), and Vardarajan (2021) for Hunt’s programmatic research on marketing strategy and marketing management). To strengthen and advance the field of strategic marketing, there are compelling opportunities to make important conceptual and empirical contributions. Accordingly, we invite both conceptual and empirical submissions. We welcome conceptual submissions that utilize methods like systematic reviews, abductive theory development, and metaphoric transfer. We also welcome empirical submissions that utilize traditional research methods (regression, SEM, experiments, meta-analyses), and modeling-based research methods. Lastly, submissions can also use newer approaches to theory building and testing (e.g., AI/ML, NLP based methods) in the context of marketing strategy and marketing management. Please find below a list of broad, non-exhaustive topics of interest.

- Marketing strategy making
- Marketing strategy content
- Marketing strategy formulation
- Marketing strategy implementation
- Brand equity strategy
- Market orientation strategy
- Market segmentation strategy
- Relationship marketing strategy
- Marketing management
- Marketing resources and capabilities
- Marketing models/techniques for marketer roles and responsibilities
- Competition as a foundation for marketing strategy
- Marketing’s contributions to strategy
- Theory development for marketing strategy and marketing management
- Marketing strategy for societal well-being
Manuscript submission information:

Papers targeting the special issue should be submitted through the JBR submission system, submission guidelines can be found at the journal's Guide for Authors

Important dates
Submission system opens: December 1, 2021
Deadline for submissions: May 31, 2022

References


