

The 2018 Society for Marketing Advances Conference
Marketing Analytics Track and Special Issue of the *Journal of Marketing Analytics*

Track Chairs:

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- Anjala Krishen, Ph.D., University of Nevada, Las Vegas
- Maria Petrescu, Ph.D., Nova Southeastern University

The *Journal of Marketing Analytics* is sponsoring the 2018 Society for Marketing Advances Marketing Analytics Track and will award a prize of £150 for the best paper in the track. Also, the best papers can be published in a special issue of the *Journal of Marketing Analytics* in 2019.

The Marketing Analytics Track is looking for research papers on topics like targeting, segmentation, big data and data science, data mining, customer loyalty and lifecycle management, cross-selling, CRM, marketing trends, data quality management, multi-channel marketing, marketing strategy, forecasting and customer value modeling. The track aims to combine the rigor of carefully controlled scientific research methods with the applicability of real world case studies. We encourage the submission of conceptual, theoretical and empirical papers, and are especially welcoming interdisciplinary and cross-cultural manuscripts. We also welcome focus articles from marketing practitioners, based on market research based practices and key issues facing the industry.

Some of the topics that can be analyzed in the paper can include, but should not be limited to:

- **Marketing strategy and tactics:** Social and pay-what-you want business models; Service models in a multicultural market; From CSR to greenwashing; Brand origin and country-of-origin in a culturally charged world
- **Customer loyalty and lifecycle management:** Brand attachment and brand equity; The sharing economy and customer loyalty; New version: how soon is too soon
- **“Big Data” and data science:** Internet trends and consumer sentiment; Using qualitative methods in dealing with big data; Social media mining and consumer brand attitude
- **Segmentation:** Gender bias and marketing; Dealing with low-income consumer segments
- **Targeting:** Targeting minorities in a culture of majorities; Reaching the luxury consumer market of developing countries
- **CRM:** Using the mobile platform in CRM; Where CRM stops and spam begins
- **Data quality management:** Dealing with various consumer perceptions and regulation environments in data security
- **Multi-channel marketing:** Retailing in an omnichannel environment; Sensory marketing in online retailing; The role of social media in channel choice; Digital multi-channel retailing
- **Customer value modelling:** Customer dissatisfaction in the digital environment; Admitting errors: between consumer redemption and legal risks; Personalization as value creation; Creating value from negative communication