



Special Issue on Business Marketing and Management

Call for Papers

Business marketing is a marketing practice of individuals or organizations. It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

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

- Target market
- Market innovations
- International business
- Business-to-business marketing
- Branding and strategies
- Trade and trading
- Market integration
- Product and sales
- Customer engagement and customer service
- Business sustainability and development
- Business model analysis
- Emerging and developing markets

Authors should read over the journal's [For Authors](#) carefully before submission. 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 Marketing and Management**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	September 19th, 2019
Publication Date	November 2019

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org



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