

## CALL FOR PAPERS

### “Innovative Methods in Interactive Marketing”

a special issue of *Journal of Interactive Marketing*

#### Special Issue Co-Editors

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*“God must have loved the common people; he made so many of them.”*

-- Anonymous (often incorrectly attributed to Abraham Lincoln)

Training for many marketing academics occurred in an era when data were not so common. That world was characterized by

- clean rectangular data sets,
- lab experiments,
- aggregate economic data,
- forecasting,
- surveys and SEMs, and
- in-depth and small sample qualitative research.

In contrast it has now been revealed that, “God must have loved digital data; he made so much of it.” This world is rich in data; it overflows with data sets. Sample sizes are headed for the skies.

Compounding the change, we are witness to a wave of techniques crossing from computer science to marketing. What’s more, digital data have funny formats. They can be messy, nonrectangular and, of course, big. Managers expect their digital data to provide attribution of credit and suggest allocation of resources. To do these tasks, and more, the field of interactive marketing has explored

- machine learning,
- text, image and video mining,
- network analysis,
- nowcasting,

- clickstream and log data,
- large scale observation, and
- field experiments.

We welcome manuscripts that apply these or any other innovative technique, or which highlight, or create a new technique, for solving quantitative managerial problems in the interactive era.

### ***Interactive Marketing Research Conference 2018***

This special issue is associated with the Interactive Marketing Research Conference (see <http://www.researchconference.org> )

Organized by Marketing EDGE in support of the *Journal of Interactive Marketing*, the event takes place in Amsterdam on March 23-24, 2018. Note that the deadline for submission is October 1, 2017. Authors intending to submit a manuscript for the special issue are strongly encouraged to submit to the conference - conference submissions will have priority. In any case, all manuscripts submitted to the Special Issue will undergo the usual review process for *JIM*.

### ***Timeline, Submission and Review Details***

The final deadline for submission of manuscripts is June 23, 2018. This deadline is firm. Manuscripts should be submitted electronically via the *Journal of Interactive Marketing* Web site following the usual submission guidelines (see <http://ees.elsevier.com/intmar>). Please indicate that your submission is for the Special Issue on Innovative Methods in Interactive Marketing.

All manuscripts for the special issue will be reviewed according to the guidelines for *the Journal of Interactive Marketing*. The special issue will follow the same reviewing process as regular *Journal* submissions. The special issue editors especially encourage the submission of shorter papers (25–30 pages inclusive).

Please contact Barbara Hruska, Managing Editor, [bhruska@marketingedge.org](mailto:bhruska@marketingedge.org) for submission questions.

### ***About the Journal of Interactive Marketing***

The *Journal of Interactive Marketing*, published on behalf of the Marketing EDGE, serves as a catalyst for identifying issues and shaping ideas associated with the expanding electronic, interactive, and direct marketing environments. We publish leading-edge, high-quality and original results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. Manuscripts should

address current or emerging managerial problems and have the potential to impact practice and theory in digital marketing and related areas.

The 2-year ISI Impact Factor for the *Journal of Interactive Marketing* is 5.026 and the 5-year Impact Factor is 7.767. These numbers offer strong confirmation that *JIM* is the leading journal in the area of direct and interactive marketing, and in fact is one of the top outlets in marketing.

Mirella Kleijnen (Special Issue Co-Editor)

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