

# BISE – Call for Papers Issue 3/2013

## BISE and Marketing

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### 1 Special Focus

Electronic media have tremendously changed the opportunities and challenges of marketing. Advertising effectiveness and efficiency can be much better evalu-

ated in electronic media compared to the offline world. Rich data and user interaction enable personalized products, advertising and the individualized management of the customer relationship. New forms of marketing in search engines, social networks and via mobile devices have emerged. Further, the interactive nature of information and communication technology (ICT) has promoted the use of interactive pricing mechanisms such as auctions. All these developments have been enabled by the recent developments in the area of information systems. Thus, business information systems not only enabled these new opportunities in digital marketing, but the intersection of marketing and BISE also provides very promising research opportunities. To highlight these research opportunities and to advance research on BISE and Marketing is the goal of this special focus.

Contributions from research and business practice on the following (and related) topics are invited:

- Customer Relationship Management
- Search Engine Marketing
- Mobile Marketing
- Online Pricing
- Auctions
- Marketing in Social Networks
- User Generated Content
- Design of marketing-related information systems
- Search Engine Optimization
- Decision Support in Marketing Decision Making
- Design Science in Electronic Commerce
- Open Innovation and Crowd Sourcing
- Interplay between IT and Marketing Departments

### 2 Submission

Please submit papers for the sections BISE – Research Paper and BISE – State

of the Art by 2012-07-01 at the latest via the journal's online submission system (<http://www.editorialmanager.com/buis/>). Please observe the instructions regarding the format and size of contributions to Business & Information Systems Engineering (BISE)/WIRTSCHAFTSINFORMATIK. Papers should not exceed 50,000 characters including spaces, minus 5,000 characters per page for illustrations. Detailed authors' guidelines can be downloaded from <http://www.bise-journal.org>.

All papers will be reviewed anonymously (double-blind process) by several referees with regard to relevance, originality, and research quality. In addition to the editors of the journal, including those of this special focus, distinguished national and international professionals with scientific and practical backgrounds will be involved in the review process.

Complementary articles covering topics of this special focus are also more than welcome.

Accepted papers will appear identically in English and German. The English-language version will appear in Business & Information Systems Engineering (BISE), the German-language version will appear in WIRTSCHAFTSINFORMATIK.

### 3 Schedule

Submission deadline: 2012-07-01  
Author notification: 2012-08-26  
Completion of first revision: 2012-10-28  
Author notification: 2012-12-16  
Completion of a second revision (if needed, monolingual): 2013-01-20  
Completion of a second revision (if needed, bilingual): 2013-02-17  
Planned publication date of Issue 3/2013: June 2013

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Cooperation with the Technische Universität Berlin and a variety of other universities, institutes, and industry partners worldwide creates a bridge between business and science in order to turn ideas into marketable innovations as quickly as possible. T-Labs' innovative processes are based on "open innovation" principles that enable the free exchange of ideas and information between selected institutions and companies. The objective is to capture synergy effects and to continue enhancing research results efficiently through interchange. This also encom-

passes the inclusion of users and customers in the innovation process, as enabled by a number of inventive methods.

T-Labs focuses primarily on topics and new technologies that can be brought to market within the next five years. It pursues two major strategic directions: Firstly, it supports the development of applications and services, such as in the key topics of Interactive High-end Media, Future Communication and Information Relevance. Secondly, its ideas and developments help secure the future infrastructure and new services at Telekom, for example, in the areas of Cross-domain Middleware, Global Cloud, Large-scale Infrastructure Optimization and Broad-band Access Evolution.

The business and information systems engineering offers useful interdisciplinary approaches for these key topics. Subject matter includes, for

example, modeling, methods and tools for process innovations, agile architectures for information and communication technologies (ICT), technology-oriented management approaches and techno-economic assessments. The aim is to safeguard the economic sustainability of innovations for the Group.

Aside from its Berlin headquarters, T-Labs also operate facilities in Darmstadt, Bonn (Germany), Beer Sheva (Israel) and Los Altos (United States).

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