BISE – Call for Papers Issue 3/2013

BISE and Marketing

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The Authors

Prof. Dr. Martin Spann (⊠) Institute of Electronic Commerce and Digital Markets LMU Munich 80539 Munich Germany spann@bwl.lmu.de

Prof. Dr. Oliver Hinz

Professur für Wirtschaftsinformatik – Electronic Markets Technische Universität Darmstadt 64289 Darmstadt Germany hinz@wi.tu-darmstadt.de

Prof. Dr. Vandana Ramachandran

Operations and Information Systems David Eccles School of Business University of Utah 84112 Salt Lake City USA vandana@business.utah.edu

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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 evaluated 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)/WIRTSCHAFTSINFOR-MATIK. 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 Englishlanguage version will appear in Business & Information Systems Engineering (BISE), the German-language version will appear in WIRTSCHAFTSINFOR-MATIK.

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

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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).

Contact:

Telekom Innovation Laboratories Ernst-Reuter-Platz 7, 10587 Berlin E-mail: wi.laboratories@telekom.de www.laboratories.telekom.com

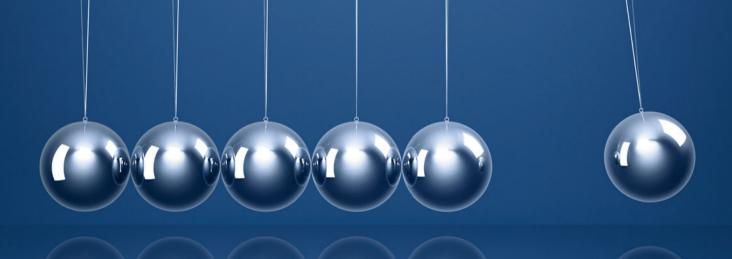
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