



Marketing Science

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

Call for Papers—Special Issue of Marketing Science on User-Generated Content (UGC)

To cite this article:

(2009) Call for Papers—Special Issue of Marketing Science on User-Generated Content (UGC). Marketing Science 28(4):807-807. <https://doi.org/10.1287/mksc.1090.0522>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

Copyright © 2009, INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes. For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

Call for Papers

Special Issue of *Marketing Science* on User-Generated Content (UGC)

Special Issue Co-Editors

Peter S. Fader

The Wharton School of the University of Pennsylvania, Philadelphia, Pennsylvania 19104-6340,
faderp@wharton.upenn.edu

Russell S. Winer

Stern School of Business, New York University, New York, New York 10012-1126,
rwiner@stern.nyu.edu

Deadline: January 15, 2010

A recent call for funded proposals that was jointly sponsored by the Wharton Interactive Media Initiative (<http://www.whartoninteractive.com>) and the Marketing Science Institute (<http://www.msi.org>) on UGC demonstrated a strong interest in a variety of research approaches (e.g., experimental, analytical theory, empirical structural, statistical, and data mining) that are being used to study the creation of and impact of UGC. *Marketing Science* strongly supports this area as important to our field—hence, this call for papers for a special issue.

Marketing Science is looking for innovative and groundbreaking papers that address issues related to UGC. Examples of paper topics might include the following:

- the role that UGC plays in the diffusion of products;
- how UGC is spread across social networks;
- content analysis of UGC;
- the impact of UGC in purchase, quantity, and timing models; and
- consumer learning and UGC.

All papers should be submitted via the *Marketing Science* Manuscript Central site, <http://mc.manuscriptcentral.com/mksc>. Questions should be directed to Managing Editor Frances Moskwa (frances.moskwa@informs.org).

All manuscripts must be submitted by January 15, 2010, and will go through a standard review process. All submissions should clearly indicate they are being considered for the special issue of *Marketing Science* on UGC.