



Marketing Science

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

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Call for Papers

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

Special Issue Co-Editors

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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
- 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.