



Management Science

Publication details, including instructions for authors and subscription information:
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Call for Papers—Special Issue of Management Science: Marketing Within the Enterprise and Beyond

To cite this article:

(2009) Call for Papers—Special Issue of Management Science: Marketing Within the Enterprise and Beyond. Management Science 55(9):1451-1451. <https://doi.org/10.1287/mnsc.1090.1078>

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Call for Papers

Special Issue of *Management Science*: Marketing Within the Enterprise and Beyond

Marketing Department Editors
Pradeep Chintagunta, Preyas Desai

Submission deadline: February 26, 2010

Marketing is an organization's link to its customers, competitors, and suppliers and therefore has a natural set of interfaces with all other functions of the organization, as well as significant public policy implications. *Management Science* announces a special issue, sponsored by INFORMS Society for Marketing Science (ISMS), on marketing's various interfaces with other disciplines in management science. We invite manuscripts that examine important research issues at the interface between marketing and other functional areas, such as accounting, business strategy, finance, information systems, operations, and organizations, or address important public policy implications of marketing decisions. Manuscripts submitted for the special issue should address issues that truly span functional boundaries, i.e., are of interest to marketing and another discipline. Manuscripts that primarily address topics falling in a single discipline (e.g., marketing or another business function) are not good candidates for the special issue but, of course, can be submitted as regular manuscripts to the appropriate departments of the journal. We welcome all methodological approaches and a diverse set of topics.

Papers intended for the special issue should be submitted electronically using ScholarOne Manuscripts at <http://mc.manuscriptcentral.com/ms>. The papers should be submitted to the "Marketing Special Issue" Department Editor (rather than to an individual Department Editor) and should indicate in the cover letter that the paper is intended for this special issue. All papers submitted for the special issue will be handled by the marketing Department Editors, with the expertise of Associate Editors and reviewers drawn from various departments of the journal. It is expected that each paper will be handled by a reviewer from marketing and another from the other relevant discipline the paper pertains to. In fact, authors are encouraged to recommend Associate Editors and reviewers from across the editorial review board of *Management Science*. All papers will undergo a rigorous but constructive review process.

The deadline for submission to the special issue is February 26, 2010. Publication of the special issue is expected in early 2011.

Please direct all questions about the special issue to the marketing Department Editors:

Pradeep Chintagunta, pradeep.chintagunta@chicagobooth.edu
Preyas Desai, preyas.desai@duke.edu