JOURNAL OF MARKETING MANAGEMENT
SPECIAL ISSUE CALL FOR PAPERS

Start-ups, Arts and Creative Industries: Fresh Perspectives on Brands

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In the past, many of the cutting-edge advances in brand management research have been achieved through the consideration of new perspectives on brands (e.g., brands as co-created objects, Ind et al., 2013; brands as experiences, Brakus et al., 2009; brands as services, Vargo & Lusch, 2004; brand orientation, Urde, 1999). Today, in a more than turbulent world (Dennis & Melewar, 2010) that can be characterized by social misalignments, politically instable environments and a rapidly changing communication context (Keller 2009), new and fresh perspectives are again more than urgently needed (Sheth & Sisodia, 2015). Start-ups, artists and creative industries have always been a source of innovation and inspiration (Weiblen & Chesbrough, 2015; Baumgarth & O'Reilly, 2014) and are therefore appropriate objects of analysis for brand managers who are looking for adequate ways to deal with the new challenges.

Building on the above, this Special Issue of the *Journal of Marketing Management* will center on start-ups, arts and creative industries. This call is running in parallel with the annual Academy of Marketing conference in Berlin in May 2019, the **14th Global Brand Conference** (*www.gbc2019.berlin*) **Participation in the conference is a prerequisite for submission to JMM.** The conference theme is "Start-ups, Arts and Creative Industries: Fresh Perspectives on Brands" and **the deadline for submission of extended abstracts to the conference is 5 November, 2018.**

Some of the questions that could tackle the overall theme include, but are not limited to the following:

- Do start-ups need a specific approach to branding due to their nature and the dynamics of growth?
- What can established brands learn from the brand management of start-ups and vice-versa?
- How do artist and brands collaborate? How does art influence a brand's identity and its meaning?
- How should the cooperation between artists and corporate organizations work? Has the traditional mistrust between the arts and brands been eliminated?
- Considering a co-creative perspective, what should the new role of the creative industries be within the brand management process? What role does creativity play in brand management and branding?

Our overall goal is to propose ideas to exploit new perspectives that are contributing to the further development of the brand management discipline. Therefore, we invite original research and in-depth conceptual papers, addressing the above challenges, as well as those focusing on a broad range of other topics within brand, identity, and corporate reputation, as long as they provide fresh perspectives and innovative insides, including:

- B2B Brands
- Big Data Analytics and Brands
- Brand Avoidance and Aversion
- Brand Co-Creation
- Brand Equity
- Brand Experience
- Brand Image and Identity
- Brand Love and Loyalty
- Brand Orientation
- Corporate and Umbrella Brands
- Ethical, Charity, and Green Brands
- Heritage Brands
- Internal Branding
- Multisensory Branding

- Neuromarketing
- Online/Digital Brands
- Place and Event Branding
- Product Branding
- Service Brands
- Corporate Reputation and Identity Issues

Informal queries regarding guest editors' expectations or the suitability of specific research topics should be directed to the Special Issue Editors:

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Deadline for submissions to JMM: 15 July 2019

Submission Requirements:
Authors should submit manuscripts of between 8,000–12,000 words (excluding tables, references, captions, footnotes and endnotes). All submissions must strictly follow the guidelines for the Journal of Marketing Management. These are available at: https://tandfonline.com/rjmm. Manuscripts should be submitted online using the Journal of Marketing Management ScholarOne Manuscripts site (http://mc.manuscriptcentral.com/rjmm). New users should first create an account. Once a user is logged onto the site submissions should be made via the Author Centre. Authors should prepare and upload two versions of their manuscript. One should be a complete text, while in the second all document information identifying the author should be removed from the files to allow them to be sent anonymously to referees. When uploading files authors will then be able to define the non-anonymous version as "Complete paper with author details", and the anonymous version as "Main document minus author information".

To submit your manuscript to the Special Issue choose "Special Issue Article" from the Manuscript Type list when you come to submit your paper. Also, when you come to the 'Details and Comments' page, answer 'yes' to the question 'Is this manuscript a candidate for a special issue' and select the Special Issue Title of **Fresh perspectives on brands** in the text field provided.

Technical queries about submissions can be referred to the Editorial Office: rjmmeditorial@westburn.co.uk

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