

## EBEEC Marketing Special Interest Group (Marketing SIG)

### SIG Objectives

The Marketing special group **aims** to:

1. Engage academics, practitioners, organization and institutions in a dialogue that creates new Marketing knowledge
2. Promote scientific enquiry of marketing issues and practices
3. Disseminate research findings, theoretical contributions, and successful practices among participants of the EBEEC and the wider community

These objectives are accomplished through **activities**, such as:

1. Hosting special SIG tracks at EBEEC annual conferences
2. Identifying research opportunities and disseminating these opportunities to marketing academics associated with the EBEEC community
3. Recognizing contributions of marketing scholars to the development of marketing education and research
4. Generating publication outputs via special tracks and publications associated with the conference
5. Supporting the agency efforts of the EBEEC community, in developing networks of marketing academics and practitioners interested in advancing learning of best marketing practices
6. Engaging students in research output generation

### Interest Working Group Leaders

- Dr. Sofia Daskou <https://www.nup.ac.cy/faculty/sofia-daskou/> (*Please contact Dr Daskou for Marketing SIG relevant submissions to the 2023 conference*)
- Dr. Antonis Zairis <https://www.nup.ac.cy/faculty/antonis-zairis/>
- Dr. Nikolaos Kalogeras <https://loop.frontiersin.org/people/1694058/overview>
- Dr Evangelos Saprikis <https://scholar.google.com/citations?user=3uOoxA4AAAAJ&hl=el>

Note: The group is in the process of recruiting members, so please feel free to submit your research work to the 2023 conference in order to join the SIG.

### Areas of interest

The SIG will be focusing specifically (but not exclusively) on issues related to:

- Retailing, e-tailing and retail management
- Marketing and management of services (including new service development)
- The customer experience, the customer journey and customer data
- Digital marketing, data analytics, marketing innovations and interactive approaches to marketing
- Buyer behavior, customer management and e-consumer behavior
- Relationship Marketing, CRM, business network development and stakeholder management
- Qualitative methodologies, interpretivist approaches to research and marketing intelligence

- Branding, marketing communications, advertising, social media management & planning and reputation management
- Non for profit, societal and green marketing
- Marketing strategy, marketing planning and new business development

### **SIG Actions 2023**

1. EBEEC 2023 Special Interest Working Group Kick-Off to establish a 3-4 member leadership group
2. Call for membership to be announced in January 2023 via the EBEEC Website
3. Refinement of areas of research interest in Spring meeting

### **Publication opportunities**

- EBEEC Conference proceedings once a year
- Springer and KnowledgeE publication opportunities based on EBEEC
- Goal: Adding up 1-2 Scopus Journals