

NEW DEVELOPMENTS IN ONLINE MARKETING

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Writing in this Journal ten years ago, one of the current Editors stated that the study and practice of marketing would be revolutionised by the rapid growth of the Internet and World Wide Web. It was argued that the Web represents a fundamentally different environment compared to offline marketing and that new marketing paradigms would need to be developed to take account of the emerging electronic age (Hamill and Gregory, 1997)

Ten years on, when use of the Internet has become second nature to most of us, what has really changed? Has the study and practice of marketing been revolutionised by the Net? Has there been a paradigm shift? Where are we now? What will be the major trends and developments over the next ten years? Have we, as marketing academics, kept pace with developments in the research we do, in what we teach and the way we teach it?

This Special Edition of the JMM will publish a selection of leading edge articles covering the impact of the Internet on the study and practice of marketing over the last decade, currently and into the future. A core premise of the 'Special' is that we have entered a new and even more revolutionary phase in the development of the Internet as a global marketing and communications channel; a phase characterised by information 'pull' rather than 'push', user generated content, openness, sharing, collaboration, interaction, communities, and social networking.

New generation Web based communities and hosted applications, such as social network and social content web sites, blogs, wikis, podcasts and vodcasts, virtual realities, mash ups, RSS feeds and mobile applications, are beginning to have a major impact on customer behaviour across a diverse range of industries, including both B2C and B2B. There is growing cynicism and resistance to supplier led brand messages, with the collective knowledge and feedback of the network beginning to have a more important impact on purchasing decisions.

These new applications (variously called Web 2.0, the Wiki or Social Web) represent a fundamental change in the way people use the Internet, their online expectations and experiences. From a marketing perspective, the most distinctive feature is not the technology involved but rather than the growth of a new global culture - a 'net generation' culture based on decentralised authority rather than hierarchy and control, online socialising and collaboration, user generated and distributed content, open communications, peer-to-peer sharing and global participation. The new Web empowers people, 'tribes', communities and networks. Success in this new online environment, characterised by people and network empowerment, requires new 'mindsets' and innovative new approaches to marketing, customer and network relationships.

The Special welcomes theoretical, conceptual, empirical, case and sector based submissions. Joint papers, building on the active collaboration of researchers at different institutions, are particularly welcome.

Topics may include, but are not restricted to, the following:

- The impact of the Internet on the study and practice of marketing over the last decade.
- Submissions providing a synthesis and evaluation of the current state of knowledge in this area.
- The impact of the 'new' Web on marketing philosophy, organisation and control – the shift from hierarchy and control to community and collaboration; from 'about us' to 'about them'.
- The use of social network sites, blogs, wikis etc for business intelligence, market and customer research; building customer insight and understanding.
- Enhancing customer interaction and the online customer experience through Rich Internet Applications.
- The impact of network empowerment on the 'brand'.
- Online networking and reputation management – good news spreads fast; bad news spreads even faster.
- Effective marketing through social network and social content sites.
- Marketing as a conversation.
- The impact of the 'new' Web on key elements of the marketing mix.
- The impact on innovation, product development and R&D; engage and co-create with prosumers.
- B2B Web 2.0 marketing and b-webs.
- The 'Net Generation'
- Online 'tribal marketing'.
- Web 2.0 and SME internationalisation.

SUBMISSIONS

There is a double issue of JMM allocated for this Special Issue in April 2010. The submission deadline for papers is **27th February 2009**. Queries and submissions should be sent to: Dr Jim Hamill, Department of Marketing, Stenhouse Building, University of Strathclyde, Glasgow G4 0RQ – jim.hamill@strath.ac.uk

SUBMISSION GUIDELINES

Papers should be between 4000-6000 words in length. Authors must refer to the **Guidelines for Authors** (Full Text) for references, spelling, figures and tables etc. This can be downloaded from the website of Westburn Publishers Ltd. <http://www.westburnpublishers.com/authors/guidelines-for-submissions.aspx>

All submissions must also be accompanied by a completed Article Submission Form for this Special Issue which can be downloaded from

<http://www.westburnpublishers.com/journals/journal-of-marketing-management/calls-for-papers.aspx>

Hamill, J and Gregory, K (1997), 'Internet Marketing in the Internationalisation of UK SMEs', Journal of Marketing Management, 13, 9-28.