

CALL FOR PAPERS

VALUE MARKETING IN THE HEALTH CARE INDUSTRY



GUEST EDITORS: Adam Lindgreen (Hull University Business School), Michael Antioco (IESEG School of Management) and Martin Hingley (Harper Adams University College)

Value has been identified as key in the marketing management literature, as well as the purchasing and supply management literature. Two more or less distinct research streams can be identified within this literature. The first of these streams deals with the value of products and services, while the second stream focuses on the value of buyer-seller relationships. Despite its identified importance, value is a complex issue. In fact, the literature remains scarce on studies examining how selling companies in reality analyse, create, and deliver value to buying companies. This special issue seeks to address this gap in the literature by examining various issues relating to the six different 'facets' of value that result from the crossing of the two research streams with the three themes of analysis, creation, and delivery.

The special issue will address value marketing within a particular setting, that of the health care industry. Competition in this industry was previously limited. Over the past years, however, the health care industry in many countries has changed dramatically, and market pressures have increased. At low cost, today's health care providers must offer good value to customers who are prepared to exercise their choice. Also, with increasing development costs, changes in demographics and disease patterns with western populations living longer but suffering from higher levels of chronic diseases, and changes in government policy and health care provision, health sector businesses must identify new areas of opportunity and reorientate their new product and service development activities. Analysing, creating, and delivering value through the six different facets is therefore imperative.

Submissions of papers within one or more of the above identified areas are invited. Specific topics in relation to value marketing in the health care industry may include, but are not limited to:

- How do companies measure the value they realise from buying products / services?
- Is purchasing of business services essentially different from purchasing of products?
- How does a company's value proposition of its products / services develop along their life cycle?
- How does demand for a certain value trigger new product / service offerings? For example, do value appraisals by the buyer and value propositions by the seller interact during the development of new product offerings?
- What are the critical buyer and seller capabilities in developing, delivering, and sustaining value?
- What characterises buyer-seller interaction in the development of value in business services?
- To what extent do different interaction processes between buyers and sellers exist for the development of different product / service offerings?
- How is it possible to capture the value of buyer-seller relationships?
- What is the role of the buyer and supplier in the purchasing process? Are some parties more important in certain stages than in other stages? Should contacts between the different parties be promoted and arranged? What are the benefits and what are the risks?

Preference will be given to empirical papers (both qualitative and quantitative), although theoretical papers that offer comprehensive frameworks of value marketing relevant for the health care industry are also welcomed. As the Journal of Marketing Management appeals to both an academic and business audience, all submissions should include implications for practitioners. With suitable articles being subjected to a double-blind review, authors should not identify themselves in the body of their paper.

SUBMISSIONS

There is a double issue of JMM allocated for this Special Issue in September 2011. The submission deadline for papers is **1st May 2009**. If you have any queries please consult the guest editors.

Submissions should be directed to: Professor Adam Lindgreen, Hull University Business School, Cottingham Road, Hull HU6 7RX, United Kingdom, Email: a.lindgreen@hull.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>