

The International Marketing - Supply Chain Management & Logistics Interface

Special issue: Call for papers from *International Marketing Review*

Deadline for submission to the AIB:SE Conference in Savannah, GA: July 15, 2015

Working papers are welcome as submissions to the conference.

Deadline for submission to journal: February 28, 2016 (submission window opens Feb. 1, 2016).

Guest Editors:

Glenn Richey, Auburn University;

Peter Magnusson, University of Alabama;

Tomas Hult, Michigan State University

The Call

In collaboration with the Academy of International Business – SE's annual conference, *International Marketing Review* invites submissions to its special issue on global supply chain management.

Supply chain management and logistics (SCML) research has long-supported the need for strong international, marketing-oriented relationships. Firms rely heavily on these relationships to efficiently and effectively move the product across international borders from raw materials extraction to the final customer. To allow firms to accomplish this task, supply chain and international marketing scholars have often touted the benefits of collaboration, integration, and other relational strategies. Research also points to evidence supporting the benefits of information exchange, knowledge sharing, and effectively managing business partner relationships. Surprisingly, little research has been conducted to define SCML's relationship to international marketing. Huge gaps remain unexamined. Accordingly, this special issue welcomes contributions that advance and enrich our managerial and scholarly thinking at the intersection of international marketing and global supply chain management.

Topics for this special issue may include but are not limited to:

- Market governance mechanisms used across the global supply chain
- International big data marketing distribution strategy
- Cross-Border SCML information and communication technology for the support of marketing relationships
- International customer service and marketing distribution strategy
- Global supply chain management and marketing network complexity
- The effects of socio-economic and political-legal marketing concerns on the global supply chain
- Implementation of international supply chain processes in product and service marketing

- International knowledge management and marketing decision-making
- International marketing TMTs and HRM in SCML strategy
- International order process and inventory management impacts on customers
- International partner collaboration, integration, and relationship marketing
- International partner transparency and safeguarding as sustainable marketing strategy
- International supply chain sustainability and green marketing
- International sourcing and procurement
- Political and cultural marketing (risk) management and security of the global supply chain
- Retail channels and business-to-business management
- Theory development in international marketing and distribution

Guidelines and Submission Information

This special issue in IMR is in collaboration with the [Academy of International Business – SE](#) annual conference in the logistics hub of Savannah, Ga, November 12-14, 2015.

Papers that are submitted to the conference, and that are approved as having a potential fit with the SI, will be invited to a paper development workshop that is being run at the conference venue in November. The submission deadline for the conference is **July 15, 2015** and manuscripts should be submitted via the [AIB-SE online submission system](#). Working papers are welcome as submissions to the conference.

Although attending the AIB-SE paper development workshop can provide invaluable help for authors in their efforts to craft a paper for the special issue, the submission of a paper to the AIB-SE conference is not required for submission to the IMR special issue. To be considered for the special issue, all manuscripts must be submitted to the special issue at manuscript central at <https://mc.manuscriptcentral.com/imrev>, following [IMR manuscript submission guidelines](#).

The deadline for submission is **February 28, 2016**. All papers submitted to the special issue will be subjected to double-blind peer review in accordance with IMR guidelines. For further information, please contact any of the guest editors for this special issue:

Glenn Richey

Harbert Eminent Scholar in Supply Chain Management - Auburn University
richeyglenn@gmail.com

Peter Magnusson

Associate Professor of International Marketing - University of Alabama
pmagnusson@cba.ua.edu

Tomas Hult

Byington Endowed Chair and Professor of Marketing and International Business - Michigan State University
hult@broad.msu.edu