

**Call for Papers:**  
**Innovation, Diffusion, and Adoption of High-Technology Products/Services**  
**Special Issue of the *Journal of Business Research***

Selected *JBR* papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Conference submission deadline: **March 15, 2010**; venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

Innovation is a key concept in the global business world as the global economy enters into a period of major recession. Despite developments of so many breakthrough technologies, however, high-tech firms, big or small, are still struggling in creating and extending the new market opportunities. Technologies being a necessary condition, marketing should play a critical role in fulfilling the dream of successful diffusion of high-tech products or innovation. In honor of 2010 Global Marketing Conference at Tokyo organized by Korean Academy of Marketing Science, Ryutsu Keizai University, and Society for Marketing Advances, *JBR* will publish a Special Issue on Innovation, Diffusion, and Adoption of High-Technology Products/Services featuring suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Development of Innovative New Products / Services
- New Product/Service Adoption
- Consumer Behavior on High-Tech Products / Services
- Diffusion of Innovations
- Demand Forecast of High-Technology Products and Services
- Marketing of Information and Communication Technology Services
- Marketing of Bio Technologies and Products
- Marketing of Consumer Electronics and Mobile Devices
- Product Line Optimization
- Strategies on New Product Development
- Design Management
- Global Marketing Strategy of High-Tech Products/Services
- Communication Strategy of High-Tech Products/Services.

All papers submitted to Innovation, Diffusion, and Adoption of High-Technology Track of 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. If you want consideration of your paper for publication in this special *JBR* issue, then please inform your intention to Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea, [profkim@snu.ac.kr](mailto:profkim@snu.ac.kr), Tel: +82-2-880-6934, Fax: +82-2-878-3154. [Submit](#) your paper to both guest editors of this *JBR* special issue for presentation at the 2010 GMC Conference at Tokyo: ([www.kamsconference.org](http://www.kamsconference.org)). Guest Editors: Sang-Hoon Kim, Associate Professor of Marketing, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea ([profkim@snu.ac.kr](mailto:profkim@snu.ac.kr)), Tel: +82-2-880-6934, Fax: +82-878-3154. K.H. Huarng, Professor, Department of International Trade, Feng Chia University, 100 Wenhua Road, Seatwen Taichung 40724 Taiwan ([khhuarng@fcu.edu.tw](mailto:khhuarng@fcu.edu.tw)), Tel: +886-4-24517250 ext. 2600, Fax: +886-4-24516453.

