

Call for Papers: Mapping Strategic Thinking in Marketing Special Issue of the *Journal of Business Research*

A Special Issue of the *JBR* will consist of papers selected from research reports presented within the “Mapping Strategic Thinking in Marketing” track at the 2010 Global Marketing Conference in Tokyo (www.kamsconference.org). The Conference is organized by the Korean Academy of Marketing Science, Ryutsu Keizai University (Tokyo), and the Society for Marketing Advances. The Conference venue is the Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan, on September 9-12, 2010. The paper submission deadline is **March 15, 2010**

Businesses find great difficulty foreseeing the future as their environments change unexpectedly and rapidly. This uncertainty leads many business and academic leaders to emphasize the need for executives to think strategically rather than simply planning to win in their current marketplace – it is no coincidence that the theme of the Global Marketing Conference in 2010 is “Marketing in a Turbulent Environment.” Strategic thinking uncovers potential opportunities for creating value and challenges assumptions about a company’s value propositions. However, surprisingly little is known about what strategic thinking actually is, what cognitive processes are involved, and what such thought actually contributes to marketing strategy and practice. This Special Issue of the *Journal of Business Research* invites both confirmatory and pioneering works on strategic thinking. The *JBR* accepts work from multiple disciplines but focuses on theory applications to actual business situations.

Topics for this *JBR* Special Issue include, but are not limited to, the following issues:

- The importance and role of strategic thinking in marketing
- Conceptual definitions of strategic thinking, antecedents and outcomes of strategic thinking
- Development of strategic thinking theories
- The cognitive process entailed in strategic thinking
- The organizational processes that generate strategic thinking
- Strategic thinking and competitive advantage
- Integrating strategic thinking and marketing strategy
- The strategic thinking-marketing interface
- Strategic thinking and marketing innovations
- Strategic thinking and marketing organizations

All papers submitted to the “Mapping Strategic Thinking in Marketing” Track of the 2010 Global Marketing Conference are eligible for review for inclusion in the *JBR* Special Issue; please indicate on your submission if you want your paper considered for the Special Issue. Submit your paper to **both** guest editors of this Track/*JBR* Special Issue. These editors are:

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