

CALL FOR PAPERS

INDUSTRIAL MARKETING MANAGEMENT **Special Issue on Internet-Based Business-to-Business Marketing** <http://www.asia-pacific.com/imm.htm>

Deadline for submission of papers: May 1, 2000

Industrial Marketing Management (IMM) announces a call for papers for a special issue on Internet-based Business-to-Business Marketing. This special issue will focus on business-to-business marketing practice and theory using internet based marketing activities. IMM is a refereed, international, US-based journal, internationally considered a leading publication in business-to-business marketing. A great many articles have been written on internet or Web-based marketing activities recently. Though it is now common knowledge that internet business markets are substantially larger than consumer internet markets, few authors have differentiated between marketing to consumer or to business markets.

Potential topics for submission to this special issue include:

- ◆ Internet marketing strategy
- ◆ Internet marketing's influences on new product development
- ◆ Internet marketing's growth and its influences on traditional channels of distribution
- ◆ Internet marketing's influences on industrial buying behavior
- ◆ Internet marketing's influences on business-to-business advertising/promotional practice
- ◆ Internet marketing's influences over business-to-business pricing practices
- ◆ Internet marketing's influences on strategic marketing decision-making
- ◆ Internet marketing's influences on relationship marketing
- ◆ Internet marketing's influences on business-to-business competitive practices
- ◆ Internet marketing's influences on marketing organizational structure
- ◆ Internet marketing's influences on international marketing
- ◆ Internet marketing research
- ◆ Internet marketing ethics
- ◆ Business-to-business e-commerce strategies

Please submit five copies of your article(s), of approximately 20-25 double-spaced pages, plus one electronic copy (preferably in Microsoft Word), for the Special Issue of Industrial Marketing Management to:

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