



CALL FOR PAPERS

Special Issue

“Disruptive Technologies Impact on Digital & Social Media Marketing: A New Frontier”

Full-length paper submission deadline: 15 March 2020
Anticipated publication date: Issue 4, 2020

Guest Editors:

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Themes:

Digital and social media technology has permeated every area of marketing, from marketing communications through to marketing research, in every industry sector (Kietzmann et al., 2011). With 5G networks being rolled-out globally, the effect of fast, low-latency data on digital and social media marketing, is yet to be grasped (Van Esch, 2020 - *Forthcoming*). Next-generation network technology is expected to have the biggest effect by reducing friction and providing immediate advertising and brand/product experiences with the ability to support 4K streaming video, high-definition virtual reality and near-instant photo/video files that can be easily sent via text messaging (Van Esch & Mente, 2018). Quick turnaround and full-immersion will give marketers the ability to create digital experiences that will emotionally engage customers in real-time (de Ruyter, Keeling, & Ngo, 2018). A new digital and social media marketing frontier is emerging and if an organisations competitors are not using disruptive technologies against them, they soon will be (Van Esch et al., 2019). Consequently, if marketers do not quickly embrace new ways of using disruptive technology to strategically differentiate, they will see either the quality of their marketing decline or their yields suffer (Flostrand, Pitt, & Kietzmann, 2019). Conversely, given the evidence regarding the efficiency and effectiveness benefits of disruptive technology to aid digital and social media marketing, there is the potential to attract a more diverse and higher quality customer (Kietzmann, Paschen, & Treen, 2018). The size of the opportunity gap shows that marketers should radically increase their efforts to adopt disruptive technologies and explore new ways to optimise their utility (Paschen, Kietzmann, & Kietzmann, 2019). The subsequent use of disruptive technologies should be done with an experimental mindset, in which iterations of application is the norm and the purpose is to strategically differentiate to remain competitive (Van Esch, Black, & Ferolie, 2019).

With disruptive technologies reaching an inflection point in digital and social media marketing, we invite both conceptual and empirical papers that could include, but are not limited to a wide range of related issues and methodologies, including Netnography, Big Data Analytics, Click-Stream Modelling, and more traditional approaches. What every paper will have in common is a discussion on the disruptive impact of technology on consumer behaviour, and/or marketing strategy and tactics. Examples of disruptive technologies include: AI, Social Media, Mobile, Augmented and Virtual Reality, Neuromarketing, the Internet of Things, and many others.



How to submit your manuscript:

- Full-length journal papers for the Special Issue are to be submitted through the AMJ submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin December 15, 2019, with the final deadline for submission being March 15, 2020.
- Questions pertaining to the Special Issue should be sent to the Guest Editors. Papers must be formatted in accordance with the *Australasian Marketing Journal* style sheet.
- All papers will be double-blind reviewed. Post-review, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the *Australasian Marketing Journal* – their agreement will be required prior to notifying Authors of final acceptance.
- The anticipated publication date is Issue 4, 2020.

Links:

Australasian Marketing Journal:

<https://www.journals.elsevier.com/australasian-marketing-journal/>

Australasian Marketing Journal - format of submissions:

<https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582/guide-for-authors>

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