



***Call For Papers (June 30, 2013)***

**Palgrave Pivots and G-LIBER Center at Savannah State University launches its new bi-annual series:**

***International Marketing and Management Research***

**SERIES EDITOR:**

**Anshu Arora**, Associate Professor of Marketing in the College of Business Administration, Savannah State University, Savannah, Georgia.

**DESCRIPTION**

*International Marketing and Management Research Series* provide a forum for academics and professionals to share the latest developments and advances in knowledge and practice of global business and international management. It aims to foster the exchange of ideas on a range of important international subjects and to provide stimulus for research and the further development of international perspectives. The international perspective is further enhanced by the geographical spread of the contributors.

Pivots will comprise: empirical studies with practical application; examinations of theoretical and methodological developments in the field of business studies; and reviews of the literature in international marketing, management, and global business environment. By drawing on important research and case study material from contributors all over the world, the series offers genuinely international perspectives on the key issues and concerns preoccupying policy and decision makers.

The principal aim is to push back the boundaries of the thinking, theory, and practice in international business, global marketing and management, and to provide a forum to explore these developments. The series also looks to publish research based on theoretical explanations, methodological developments and modeling.

*International Marketing and Management* *Research Series* present innovative ideas and new research on understanding the challenges confronting global business. Covering the breadth of international business, articles discuss human management, marketing, leadership, creativity, entrepreneurship. The economic, political, legal, sociocultural, and technological issues related to international business are also discussed.

**SERIES’ COVERAGE AND SCOPE**

This scholarly series presents innovative ideas and new research on understanding the challenges confronting global business. Covering the breadth of international business, articles discuss human management, marketing, organizational behavior, leadership, creativity, risk, entrepreneurship, finance, sustainability, ethics, diversity, cultures, global supply chains, and accounting. The economic, political, legal, sociocultural, and technological issues related to international business are also discussed.

The series provides a forum for academics and professionals to share the latest developments and advances in knowledge and practice of international business. It aims to foster the exchange of ideas on a range of important international subjects and to provide stimulus for research and the further development of international perspectives. The international perspective is further enhanced by the geographical spread of the contributors.

**The series is intended to invite papers from Faculty and Student joint researches, self-sustained faculty researches and strategic viewpoints from industry practitioners.**

Even though there are journals in marketing and management available but there are none that target international marketing and management together with a wide depth of coverage.

The principal aim is to push back the boundaries of the thinking, theory, and practice in international business, global marketing and management, and to provide a forum to explore these developments. The scholarly series also looks to publish papers based on theoretical explanations, methodological developments and modeling.

Articles cover all regions of the world and topics such as:

* Globalization strategies
* Global marketing
* Cross cultural management
* Global finance and accounting
* Leadership and strategic management
* International human resources
* Sustainability and ethics
* Emerging market opportunities
* International consumer markets
* Mergers and acquisitions
* Global electronic commerce
* International information technology and systems
* Global supply chain management
* International risk management

**TYPES OF BOOKS AND PUBLICATIONS**

3 Pivot titles a year.

**Full research papers are due on June 30, 2013 for the first August/September issue of the SERIES.**

**AUTHOR GUIDELINES**

*International Marketing and Management Research Series* welcomes articles on original theoretical contributions or original empirical research in the areas of international/global business, marketing, management, accounting, finance, cross-cultural management, risk management, leadership and strategic management, human resources, sustainability and ethics, emerging market opportunities, mergers and acquisitions, supply chain / logistics management, and comparative management.

Manuscripts are reviewed with the understanding that they are substantially new, have not been previously published in whole (including book chapters) or in part (including exhibits), have not been previously accepted for publication, are not under consideration by any other publisher, and will not be submitted elsewhere until a decision is reached regarding their publication in the International Marketing and Management Research Series. The complete text including the references, tables and figures should as a rule not exceed 15 pages in a usual setting (approximately 4000-5000 words). The title page should include the following elements: Author(s) name, Heading of the article, Abstract, Keywords, and Author's line (author's name, academic title, position and affiliation). The submissions must be made electronically to **aroraa@savannahstate.edu** and all submissions must be made in WORD document. The authors’ names and details should not appear anywhere except the first page of the manuscript as required.

In general, authors should avoid terms that may be interpreted denigrating to ethnic or other groups. Be especially careful in dealing with gender. The use of plural pronouns is preferred. If this is impossible, the term "he or she" or "he/she" can be used. Furthermore, authors are requested to use endnotes for clarification sparingly. References to the literature are indicated in the text by author's name and year of publication in parentheses, e. g. (Rugman 1981, p. 113; Egelhoff 1991). The references should be listed in alphabetical order at the end of the text. They should include full bibliographical details and be cited in the following manner: e. g.

* Egelhoff, W. G. (1991). Information-processing theory and the multinational enterprise. Journal of International Business Studies, 22(3), 341–368.
* Dunning, J. (2003). The moral response to capitalism: Can we learn from the Victorians? In J. Birkinshaw et al. (Eds.), The future of the multinational company (pp. 14–­34). Chichester: Wiley.
* Rugman, A. M. (1981). Inside the multinationals: The economics of internal markets. New York:
Columbia University Press.

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**SERIES EDITOR**

**Anshu Arora**, Ph.D., PMP (Director of ‘Global Logistics and International Business Education Research (G-LIBER)’ Center of Excellence) is a Professor of Marketing in the College of Business Administration, Savannah State University, Savannah, Georgia. She is a Certified Project Management Professional (PMP) from Project Management Institute (PMI), USA and holds a Foundation Certificate in IT Service Management from Information Systems Examination Board (ISEB), UK. Dr. Arora has been a Visiting Professor at the University of California, Davis and Thunderbird School of Global Management, Glendale, Arizona. She was awarded Ph.D. in the area of Consumer Navigation Behavior in Hypermedia CMEs from the Indian Institute of Technology, Delhi, India. Dr. Arora is the winner of Advertising Educational Foundation (AEF) faculty internship - Visiting Professor Program (VPP) 2010 in New York City. She has more than a decade of industrial and academic experience. Dr. Arora is ‘2011 Special Issue’ Editor for ‘International Journal of Online Web Based Learning and Teaching Technologies’, and Associate Editor for ‘International Journal of Systems and Software Engineering’. She is on the editorial review boards of ‘International Journal of Online Pedagogy and Course Design’ since 2010 and ‘International Journal of Online Web Based Learning and Teaching Technologies’ since 2008.

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The name ‘Palgrave’ has a long association with Macmillan, with publishing, and with the highest intellectual achievement.

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*The Holtzbrinck Group*

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