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DESCRIPTION

The *Journal of Interactive Marketing*, published on behalf of Marketing EDGE, serves as a catalyst for identifying issues and shaping ideas associated with the expanding electronic, interactive, and direct marketing environments. We publish leading-edge, high-quality and original results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. The journal has no preferred or disallowed methodologies but is open to conceptually rigorous approaches of any type. Manuscripts should address current or emerging managerial problems and have the potential to impact practice and theory in digital marketing and related areas.

A partial list of topics suitable for publication in the journal might include, but not be limited to: Big data, Electronic retail, Online advertising, Click stream modeling, Browsing and buying behavior, E-service and self-service technology, Online branding, Direct marketing, Database marketing, Customer relationship management, Strategic use of IT, Impact of IT on market structure, E-business strategy, Multichannel marketing, Social media and social networks, Network effects and markets, Two-sided platform management, Relationships with online intermediaries, Mobile marketing, Search engines, Viral marketing, User-generated content, Privacy, trust and ethical issues, Online pricing and auctions, Recommender systems, Direct and interactive B2B marketing.

A more detailed presentation of the full scope of the journal is available in Ratchford (2015). In summary, we invite researchers and thought leaders to [submit](#) their best work, on what has become the most dynamic and challenging part of contemporary marketing practice, to the *Journal of Interactive Marketing*.

Reference

Ratchford, Brian T. (2015), "Some Directions for Research in Interactive Marketing," *Journal of Interactive Marketing*, 29, v-vii.

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Day George (1981a), "Analytical Approaches to Strategic Market Planning" in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 89-105.

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