

Call for Papers
JOURNAL OF BRAND MANAGEMENT
SPECIAL ISSUE

Digital and Virtual World Research on Brands and Marketing Development

Journal of Brand Management is pleased to announce a special issue focused on recent advances and development of the digital and virtual world. While research on brands, brand management, corporate branding and corporate identity continues to attract the attention of business and marketing academics in reality, research of these topics in the digital and virtual world remains relatively under-researched. The development of the digital and virtual world (such as the Web 2.0, imminent Web 3.0 and the Second Life) has taken the webscape to an echelon for branding and marketing. The recent launch of a brand centre in the second life world demonstrated this revolution. Users can promote their products, services and brand. Multinational companies, organisations, practitioners, entrepreneurs, academics and researchers are beginning to value the impact and the involvement of the digital and virtual world in their marketing development.

The Guest Editors welcome submissions offering new and innovative insights. This special issue accepts empirical studies, theoretical and conceptual papers on contemporary topics surrounding branding and marketing development in the digital and virtual world.

The schedules for this special issue are:

Submission Deadline	:	May 2009
Feedback from Reviewers	:	September 2009
Revised and Resubmit	:	October 2009
Final Submission	:	November 2009
Targeted Publication Date	:	Mid 2010

The guest editors would welcome submissions anytime. All papers will be subjected to double-blind peer review. Full notes for prospective contributors are available at:

http://www.palgrave-journals.com/bm/author_instructions.html

Please send manuscripts (in Microsoft word as an e-mail attachment) to the guest editors:

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Prospective contributors with questions concerning the potential suitability of topics, Guest Editors' expectations, or additional requirements about this special issue are invited to contact directly by email either to Lynn Lim at l.lim@roehampton.ac.uk or T.C. Melewar at t.c.melewar@brunel.ac.uk