



SPECIAL ISSUE: “Marketing and Family Business”

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European Journal of Family Business (EJFB) is seeking manuscripts for a Special Issue dedicated to “Marketing and Family Business”.

European Journal of Family Business is an open access, peer-reviewed journal published half-yearly. The journal publishes research papers in the field of family owned and managed enterprises. Authors are encouraged to submit complete unpublished and original work, which is not under review in any other journals. The scope of the journal include, but is not limited to, the following topic areas in family business studies: Succession, Governance, Organization Theory, Culture, SMEs, Marketing, Internationalization and Globalization, Gender and ethnicity, Corporate social responsibility and ethics, Productions Management, Human resources. Previous issues of the journal are available under the former title “Revista de Empresa Familiar”.

Marketing is one of the most under-researched disciplines in the field of family businesses. From a sample of 864 articles committed to family businesses studies published on SSCI between 1961 and 2008, only four studies were related solely to the marketing issues in family business (Benavides, Quintana, & Guzmán, 2008). There is little literature on family firms’ marketing and this setting is undeservedly underestimated even omitted by marketing scholars (Reuber & Fisher, 2011). Family businesses often have limited resources and it reduces their prospects in many areas including marketing research and strategic development (Clark, Key, Hodis, & Rajaratnam, 2014). Nonetheless, the little research published to date suggests that family firms often show enhanced flexibility which results in unique and often superior marketing capabilities (Weerawardena, 2003). Furthermore, family businesses may advance their competitive edge by leveraging such capabilities in marketing to successfully compete with larger rivals in the same marketplace (Lee, 2006; Lee, Lee, & Pennings, 2001). Recent studies point to differences between family and non-family owned/controlled firms in relation to Market Orientation (Tokarczyk et al. 2007), but more studies are needed that will address and reduce the gaps in the literature dedicated to family businesses marketing.

With this Special Issue we welcome studies that can shed light on the role of marketing in family firms. Examples of research topics for the special issue include, but are not limited to:

- Marketing department. Organization. Structure.
- Coordination between marketing and sales
- Branding strategies
- Market Orientation (Kohli & Jaworski, 1990; Narver & Slater, 1990)
- Internal Market Orientation (Gounaris, 2008; Ruizalba et al. 2014)
- Customer orientation (Henning-Thureau, 2004)
- Customer Dominant Logic (Heinonen et al. 2010)
- Servitization (Baines et al 2009)
- Interfirm relationships. B2B Marketing

- Marketing communications.
- Service research priorities in a rapidly changing context (Ostrom et al. 2015).
- ICTs: Social media marketing. Digital marketing.
- Marketing practices within family firms.

Submissions

Please submit papers through the Journal's online submission system

<http://www.revistas.uma.es/index.php/ejfb> create your user account (if you have not done it already) and for "Manuscript Type" please choose the Special Issue "Marketing and Family Business". All papers that enter the reviewing process will be double-blind reviewed following the Journal's normal review process and criteria. You will be able to submit your paper to this Special Issue until 15 August 2018.

Submission deadline of full papers: 15 August 2018 (5pm CET time).

Publishing date: December 2018

Note: All papers will be published in English. Those authors who wish to submit in Spanish or in Portuguese, in case of final acceptance for publication, will need to provide a version in English.

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