

**SPECIAL CALL FOR PAPERS IN  
INTERNATIONAL ENTREPRENEURIAL MARKETING  
JOURNAL OF INTERNATIONAL MARKETING STRATEGY (JIMS)  
November 30, 2014**

The Journal of International Marketing Strategy (JIMS) is a rapidly rising journal first published approximately two years ago. The journal features a strong editorial review board and uses a double blind review process, except in those cases where articles are invited or in the case of submissions by business authors. The journal has a somewhat modified review process to help business practitioners develop their articles in a meaningful way for the journal.

This special call of the journal is supported in part by the Jake Jabs Center for Entrepreneurship and the Center for International Business Education and Research at the Business School at the University of Colorado Denver.

**Deadlines**

**The journal requires submissions by March 1, 2015.** However, we encourage and welcome submissions before this date. The estimated turnaround time for double blind review of articles is three to four weeks. Submissions must be in English, follow manuscript guidelines as noted on the website and a maximum of 5000 words of text (references ,notes, tables, figures are in addition). Again, please note the submission requirements included in this document.

Notifications of acceptance will be sent to authors immediately upon completion of the review process which will usually be three weeks. Hence, authors can count on a very quick response.

**Philosophy of the Journal**

The editors of Journal of International Marketing Strategy (JIMS) have had, during the course of the journal's development, frequent discussions about the concept of this journal. Both editors felt that many articles were rejected at the very top-level journals in spite of having substantial promise. In many cases, the authors of these articles could with appropriate feedback, support and encouragement publish their articles in the high quality journals. The editors also felt that non-US authors, especially those from developing societies, faced considerable difficulty in finding high quality publishing outlets. At the same time, the editors recognize the need to maintain academic quality through blind review processes while creating supportive processes for authors.

The editors also felt that there were few if any international marketing forums where academics and international business executives could exchange their perspectives regarding international marketing issues. The editors recognized the need to create an exchange for high-class scholarly research and yet allow room for the participation and contributions of international business executives.

While the editors have discussed many potential themes for future volumes, they have decided to focus one or two issues on the intersection of international marketing and entrepreneurship because the issue of international entrepreneurial marketing has not been fully explored. Further, they have suggested some novel ways of addressing the topic. The editors felt that this special issue would provide a platform for contributions from international entrepreneurship academics and business individuals from around the world.

The editors have received substantial support from Howard University and the University of Colorado Denver. Barron H. Harvey, the Dean at School of Business at Howard University has provided encouragement during the development of the journal and financially supported the production of the 2<sup>nd</sup>

edition of the journal. Sueann Ambron, Dean of the Business School, Jean Claude Bosch and Clifford Young, Associate Deans at the University of Colorado Denver, have supported the first two issues of the journal with substantial resources in terms of student research assistants.

### **Call for Special Issue**

This particular issue of the Journal of International Marketing Strategy (JIMS) is devoted to the interaction between entrepreneurial and international marketing. It is the hope of the Editors in Chief that this issue will highlight entrepreneurial marketing activities, which are taking place in the international marketing environment and help identify research themes and priorities in the area. The editors hope to encourage marketing scholars, educators, practitioners and other authors, both in the US and also overseas to submit their latest work in the area of entrepreneurial marketing which will help to contribute overall knowledge of this field as it currently exists around the world. In particular, the editors wish to encourage authors from both developed and developing countries to submit conceptual, theoretical and empirical work that will contribute to the growing body of knowledge regarding entrepreneurial marketing in the international arena. It is our hope that this issue will not only provide an opportunity for academics to submit their work, but also provide an opportunity for academics to form alliances or relationships with business individuals/practioners in their community. The editors are hopeful that these alliances will lead business community to submit a supplementary piece, which reflects on both the thrust of the academic author's work as well as the entrepreneurial environment of their particular country or region.

While the editors perfectly welcome individually submitted pieces from academics from all countries of the world, we encourage academics to work in conjunction or to work across country boundaries in their work submission as well as to work in conjunction or connection with entrepreneurs in their business community.

The editors are interested in academic work and/or accompanying business commentaries in the following areas as well other areas that fit the general theme and criteria. The areas include:

- How do entrepreneurs conduct environmental scanning? How does their process of environmental scanning differ from managers in more mature types of organizations?
- How do entrepreneurs identify, create, and implement core competencies?
- How do they formulate objectives in the strategic planning process?
- What are the types and effectiveness of various types of marketing research in entrepreneurial marketing? How does the marketing research mentality and process differ in entrepreneurial marketing vs. marketing research for small and medium enterprises?
- What do entrepreneurs really need to know about buyer behavior to be successful in entrepreneurial marketing ventures? How does this differ from small and medium size enterprises as well as more mature enterprises? Are entrepreneurs better, quicker or more effective in understanding buyer behavior or do they just see holes in the marketplace?
- When entrepreneurs think about segmentation process, do they perform it the same way as traditionally described? Do managers in small and medium size enterprises define it substantially differently? Segmentation is obviously important in entrepreneurial marketing. Do entrepreneurs in different parts of the world do segmentation in a different way? Do they use different processes? What is their mental map of segmentation and how do they get at the segments that may be most important for their organization?
- Traditional marketing teaches us that we should identify target markets and concentrate on these markets. Do entrepreneurs understand target markets and the targeting marketing process in the same way as traditional marketers? Are they somehow more insightful or more creative with target marketing?

- Marketing strategy is obviously an issue for entrepreneurial small and medium size organizations. What key variables influence development of marketing strategy in these types of organizations vs. traditional marketing? How do entrepreneurial types develop marketing mix strategies with physical product and service organizations deprived of marketing mix allocation models? How do small business types effectively make this allocation? Is this really a process of optimization or satiation?
- Evaluation and control is another interesting area in terms of entrepreneurs. Entrepreneurs go about the process of evaluation and control as well as managers in small and medium size enterprises. Is the process of evaluation and control much more rigid and formalized in small, medium and larger size organizations?
- There are a number of other issues. For example, there is the issue of transmission of marketing knowledge and skills in an entrepreneurial environment. As the entrepreneur develops the initial organization, how do they transfer these skills? Is it strictly a make or buy decision?

The above questions and topics are merely suggestions, and the editors do not feel that potential authors are not confined to the above topic. They are open to new ideas, topics, and new proposals with the generally defined subject area. Authors may contact Lawrence F. Cunningham at [Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu) or Pravat K. Choudhury at [pchoudhury@Howard.edu](mailto:pchoudhury@Howard.edu) should they have any questions.

#### **Deadlines**

**It is important to note that the submission deadline for the journal requires submissions by February 18, 2015.** However, we encourage and welcome submissions before this date. The estimated turn around time for double blind review of articles is three to four weeks.

#### **How and When to submit**

Papers should be submitted via email as a word file and directed to Professor Lawrence Cunningham [Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu) or Professor Pravat Choudhury [pchoudhury@Howard.edu](mailto:pchoudhury@Howard.edu). Authors should provide a statement regarding the originality of their work, assurance that the work is not under review elsewhere and state that they have complied with all author submission requirements as attached to the call. Please direct all questions regarding submissions to Professors Choudhury and Cunningham.