Call for Papers

Special Issue on India

*Journal of Macromarketing, 2012*

*Special Issue Editor:*
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It is generally acknowledged that as part of the BRIC countries, India is one of the four emerging economic powers of the globe. In this special issue, *The Journal of Macromarketing* will focus on some recent developments and future trends in India that will be of potential interest to macromarketing scholars as well as practitioners and policy makers. We invite articles that have research articles that shed light on the Indian economic and marketing scene with local and global perspectives. Preference will be given to empirical research but theoretical articles are welcome.

**Topics include but not limited to:**

- India and the global economy
- Transformation of traditional markets and social consequences
- Emerging market systems
- Cultural contexts
- Growth of Indian Brands
- Emerging marketing practices
- The role of consumption
- Retail marketing in the Indian context
- The role of traditional industries
- India as a consumer society
- Rural transformation
- Bollywood and movie culture
- Trends in media and advertising
- Developments in IT sector
- Mobile technology and e-commerce
- Urbanization

Manuscripts must be received no later than **February 28, 2011**. The publication date will be late 2012.

Please submit completed manuscripts to the Journal’s new manuscript submission site, [http://mc.manuscriptcentral.com/jmk](http://mc.manuscriptcentral.com/jmk) and indicate that your paper is intended for the special issue. Manuscripts guidelines are available at [http://jmk.sagepub.com/](http://jmk.sagepub.com/). Questions concerning the appropriateness of particular papers should be directed to Alladi Venkatesh (avenkate@uci.edu).