

Call for Papers

Special Issue on China and Chinese Communities

Journal of Macromarketing, 2015

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Special Issue Editors

This special issue will investigate the People's Republic of China (PRC), Hong Kong, the Republic of China (Taiwan), and Chinese communities in Singapore, Malaysia, Philippines, Indonesia, and in major cities around the world. Recently, the PRC has spread its economic and political influence to the African continent and Latin America, while Taiwan and Singapore have become highly developed nations. In many respects the unique phenomenon of China and the Chinese is a living macromarketing laboratory. This special issue is intended to encourage marketing scientists and scholars from other disciplines to examine macromarketing dimensions of China and Chinese communities.

Articles published in the Journal typically address the interplay of marketing and society. Authors have examined marketing systems, socioeconomic development, market transition, ethics and distributive justice, marketing history, globalization, market competition, consumer vulnerability, environmental degradation/renewal/sustainability, marketing efficiencies in allocating resources, consumer and societal well-being, and quality of life. These and other topics in a Chinese context offer promise for contribution to this special issue. Related research themes may include, but are not limited to:

- Advertising
- Ancient or traditional markets and trading
- Branding in China
- Chinese brands
- Chinese diaspora
- Colonialism/Liberation
- Corruption
- Culture and consumption
- Demographic trends
- Ethnicity/Minorities
- Export Processing Zones
- Food Security
- Foreign Direct Investment
- Governance
- Impact of ASEAN, WTO, UN, World Bank and relations with other countries/organizations
- Labor issues
- Land policy
- Market clusters
- Media
- Retailing
- Research methods
- Rural Development
- Sex roles
- Trade
- Urbanization

Conceptual or empirical papers are welcome. Manuscripts must be received no later than **August 31, 2013**, and the special issue will be published in March 2015.

Please submit completed manuscripts to the Journal's manuscript submission site, <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/>. Questions concerning the appropriateness of particular papers should be directed to Pia Polsa (pia.polsa@hult.edu or pia.polsa@hanken.fi) and Qinqin Zheng (qqzheng@fudan.edu.cn).

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