



Marketing and cross-fertilization

Deadline: January 8, 2018

Manuscripts can be submitted in English or in French

Special issue editor:

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We are pleased to announce a call for papers focusing on Marketing and cross-fertilization. Marketing has a long tradition of multi- and cross-disciplinarity, both among practitioners and researchers. As a practice, since the early 1930s, marketing has been rooted in the transversality which characterizes the brand/product manager, a pillar in the marketing function of most companies. This reflects the discipline's inherent role of "interface coordination" with other functions (production, R&D, sourcing, logistics, law, etc), clearly expressed in marketing definitions and the marketing concept itself. As a scientific discipline, marketing can be seen to have first emerged as a scope more than a science structured around a coherent set of theories and paradigms. The contrast is striking if one compares marketing with other management disciplines such as finance or accounting. Marketing, at its origin, is a science of markets, all of which are different and require specific paradigms ("service", "BtoB", "art", "digital", etc.). As a coordinator, Marketing deals with a great number of issues involving other functions. So, from the outset, marketing drew on other disciplines such as engineering, economics, sociology, psycho-sociology, ethnology, applied mathematics, philosophy, history and others. Some combined disciplines like sociology-ethnology-anthropology-marketing or economics-marketing have generated structured and quite autonomous areas of research such as consumer behavior and marketing science. More recently, other hybrids have been developed, including marketing & medicine, marketing & neuroscience, marketing & robotics, marketing & nutrition, marketing & MIS, marketing & architecture, and marketing & history. Today, compared to its beginnings, even though marketing has become a much more structured discipline, this tradition of cross-fertilization can still be observed. This remains a strong feature of the discipline and of its dynamic, especially through the large number of multi-disciplinary experiences.

This special issue is an opportunity to highlight the scope and dynamics of cross-fertilization in marketing. Specifically, we are interested in papers addressing:

- traditional / well referenced areas of cross-fertilization (examples include ethnology & marketing, finance & marketing, and neuroscience & marketing);
- cross-fertilization as an area of research in itself: papers could present cross-fertilization experiences, specific theories, methodologies emanating from cross-fertilization, or specific areas of research developed from cross-fertilization;
- cross-fertilization as an object of management: firms are often confronted with multi-disciplinarity through project management. New product management, product design, new technology design (e.g. connected objects) are examples of this. New research is needed to address these important managerial questions.

Of course, other topics covering the broader scope of marketing and cross-fertilization are welcome. Purely conceptual as well as empirical manuscripts will be considered, and there is no restriction regarding the methodology used. Submissions from different contexts and countries in the world are strongly encouraged.

Submission can be done in English or French. Manuscripts will follow the normal RAM review process and must respect the [journal's editorial rules](#). Manuscripts should be submitted on the electronic platform mc.manuscriptcentral.com/ram before January 8, 2018.

The special issue will be online in May 2019. **Accepted papers will be published both in French and in English.**

Recherche et Applications en Marketing (RAM) is a peer reviewed academic international journal publishing original research in the field of marketing in French and English. It is a main reference for the development and dissemination of new concepts and new methods in marketing. *Recherche et Applications en Marketing* publishes articles covering any aspect of marketing, including consumer behaviour, communication, retailing, CRM, new product development and more. The journal publishes research articles, research notes, critical state of the art papers, and also articles offering perspectives from other disciplines which might be applied to marketing.

Recherche et Applications en Marketing is an official journal of the AFM (French Marketing Association - Association Française du marketing). It is the leading French research journal in the field of marketing which has been published since 1986, and in both English and French since 2007.