Springer’s “Review of Managerial Science” (RMS) will take part in the International Conference of Marketing and Design: Intersections and Challenges, ICMD 2018 (www.icmd.pt), at the Economics Faculty of University of Algarve (Portugal), from October 18-19, 2018. The “Review of Managerial Science” will publish a special issue linked to the conference topic specialized on Marketing and Design: intersections and challenges.

In this digital era, in which the customers’ profiles change rapidly, marketing professionals and academics are recognizing the contribution of design within the marketing discipline. Among the main contributions of design are: ensuring corporate distinctiveness, differentiating products and services, creating and delivering added value to customers, influencing customers’ decision-making process, reinforcing the unique selling proposition, stimulating brand desire and interest among customers, influencing consumer experience, branding and brand experience, brand engagement, brand personality and brand image, boosting competitiveness, and increasing the financial returns. Furthermore, the potential of design as problem-solver and success element to many firms’ challenges is becoming evident. Thus, firms are ever more concerned about and aware of the urgency in managing design as a marketing tool for their branding and communication objectives and strategy.

However, despite of this attention, a strong and reliable communication between marketing and design is lacking, leading to a vague topic in which bridges have yet to be crossed between both. Thus, at a time firms continue to strive for differentiation by
highlighting and reinforcing their brand to attain higher advocacy and loyalty, design provides a unique opportunity to achieve this aim.

The challenge lies in finding and understanding the synergies between the two areas of marketing and design. The special issue welcomes research dedicated (but not limited) to the following topics:

- Incorporation of art, design and aesthetics in the decision-making process;
- Effects of designed environment on customer behaviour (especially from the customers’ perspective);
- Consumers’ emotional and behavioural responses to design;
- understanding the role that design plays in increasing competitive advantage;
- how design influences individuals’ perceptions of products and services;
- how design interplays in the firms’ strategy within the value creation process;
- empirical studies on how design-related skills and competencies are combined with firms’ marketing strategies;
- Brands and brand management;
- Communication design and marketing;
- Customer experience and design;
- Marketing and design: intersections:
  - Digital marketing (and social networking);
  - Emotional design and user experience;
  - Service branding
  - Human-centred design and marketing;
  - Design thinking

The special issue is also open to imaginative and interesting ideas that may fall outside the scope of these topics but fit within the spirit of this CfP and related topics appearing in the RMS. Both empirical as well as conceptual papers are welcome, as are novel or emerging research methods.

Submitted manuscripts must not have been published previously, nor must they be under consideration for publication in other journals. All submitted manuscripts must strictly adhere to the journal’s general author guidelines.

Manuscript submission (full papers only) deadline: **February 28, 2019.**

Papers accepted and presented at ICMD 2018 will have preferred/accelerated access for the second review round, although the special issue will also be open for non-participating authors. For those submissions which were submitted via the ICMD 2018, the two reviews for the conference track will serve as a first review round. Participation in the conference itself or acceptance of a paper for presentation does not guarantee that the authors will be selected for the RMS special issue.
Submissions for:
1. ICMD + RMS: please submit over both the conference website AND the RMS online submission system ("Editorial Manager").
2. RMS only: please submit over the RMS online submission system ("Editorial Manager").
For submissions to RMS, please choose the “special issue” option appearing in the questionnaire during the submission process.