

## **Call for Papers**

### **Special Issue on “Advanced data analysis techniques with marketing applications”**

#### **Guest Editors:**

**Friederike Paetz, Winfried J. Steiner, Harald Hruschka**

The increasing availability of marketing data poses a huge challenge for marketing managers. In particular, marketing managers are nowadays expected to rely on marketing data in order to derive and/or improve marketing decisions. Beyond managerial experiences, it is therefore necessary to continuously develop advanced data analysis techniques to extract the relevant information from marketing data for further use in quantitative marketing models, which in turn serve as decision support systems for final marketing decisions.

Marketing data can be classified according to several dimensions: on the one hand, they can represent either revealed preferences from real purchasing activities of consumers (e.g., based on scanner data or click stream data), or stated preferences gained from experimental settings (e.g., based on conjoint or discrete choice approaches). On the other hand, marketing data can be collected at the disaggregate consumer level (e.g., household panel data, discrete choice data) or at the aggregate consumer level (e.g. sales data). Once the marketing data is thoroughly analyzed, the results can be used for normative or predictive modeling and to improve or optimize marketing decisions.

This CFP is not limited to any specific field of marketing and welcomes quantitative contributions that can help to improve marketing decisions in areas like *product innovation management, sales management, pricing, advertising, market segmentation, consumer behavior* etc. However, papers are expected to contribute over the extant literature by proposing sophisticated new data analysis methods in order to extract relevant information from marketing data. For instance, choice-based conjoint or discrete choice approaches are nowadays preferably used for preference measurement, market segmentation, and related pricing or product design decisions, and the consideration of consumer heterogeneity has become state-of-the-art within these approaches. New techniques or models to address preference heterogeneity, threshold effects in preferences, correlations between alternatives, or dynamic effects arising during the data collection process may be proposed here.

Aggregate market response modeling has strongly improved from addressing heterogeneity, functional flexibility, endogeneity, and/or dynamic effects, too. Here, approaches combining several of these features may further improve both their statistical performance or related marketing decisions. Advanced data analysis techniques may further consider competitive effects, background consumer characteristics, budget constraints, etc. These are only some examples, other advanced quantitative methods and data analysis techniques to extract information on consumer/market behavior or consumer/market responses to changes in the marketing mix are highly welcome.

The Call for Papers is connected to the **1st Working Group Meeting of AG MARKETING** (hosted by the Gesellschaft für Klassifikation e.V.). The working group meeting will take place at Schloss Karlsruhe from Thursday, 14th to Friday, 15th of November 2019. Interested researchers are invited to submit an abstract for presentation. Abstracts will undergo a peer-review process. Accepted presenters for the 1st Working Group Meeting of AG MARKETING will then have the opportunity to submit a full paper for the special issue. Articles must be 10,000 words or less in length. The special issue guest editors (Friederike Paetz, Winfried J. Steiner, Harald Hruschka) will invite reviewers and make final decisions regarding publication.

**Important Deadlines:**

- **Abstract submission:**  
Please submit your abstract (max. 1800 characters, plain text) until Friday, **6<sup>th</sup> of October 2019** via mail to [agmark-workshop@tu-clausthal.de](mailto:agmark-workshop@tu-clausthal.de)
- **Notification about acceptance:** until **14<sup>th</sup> of October, 2019**
- **Registration:** Please register via mail to [agmark-workshop@tu-clausthal.de](mailto:agmark-workshop@tu-clausthal.de) until **21<sup>st</sup> of October, 2019**
- **Submission deadline for the special issue: 30th of April, 2020**
- **Publication date: Winter 2020/2021**

Authors interested in the special issue can contact the Guest Editors with any queries via [friederike.paetz@tu-clausthal.de](mailto:friederike.paetz@tu-clausthal.de).

Please submit the manuscripts via:  
<https://www.editorialmanager.com/jbec/default.aspx>