Call for papers for the special issue:

**Brands in the digital world: challenges and perspectives**

*Submission Deadline: 31 October 2019*

**Guest Editors:**
Dr. Mohamed Akli Achabou, IPAG B.S, Paris, ma.achabou@ipag.fr
Dr. Isabelle Aimé, IPAG B.S, Paris, i.aime@ipag.fr

**Introduction to the special issue**
Companies today operate in increasingly competitive and constantly changing environments. They can no longer simply pursue their traditional policies to address the many challenges they face. In particular, brands cannot ignore that they operate in a digital world. It becomes increasingly difficult for companies to differentiate their brands in a highly competitive market, to attract consumer's attention and create loyalty. Traditional advertising, while still necessary to promote the brand's image, is no longer sufficient in the face of market segments that have never been so fragmented. For Kapferer (2008), strategic brand management must reflect the market in which it operates and therefore consider both the offline and online environment (mobile communications, interactive online games, interactive television, digital radio, podcasts, social media, e-mails, etc.). It becomes increasingly difficult to secure the loyalty of the customers (Japutra & al, 2018).

The development of digital has completely changed the way postmodern consumers interact with brands and therefore calls for a total review of how brands should be managed (Hatch and Schultz, 2010; Almubarak & al, 2018) and leads to a consumer-relationship paradigm (Quinton, 2013). By switching from conversation (top-down) to debate (multilayer interactions with multiple stakeholders), brand meaning is co-created during the consumer-brand relationship, and brand communication and management are no longer exclusively internally driven. Moreover, the digital environment urges companies to break the silos and adopt a customer-centric organization rather than focus mainly on brands and products (De Swaan Arons et al., 2014).
Overall, the development of digital technology raises multiple questions for brands: how to attract consumer attention without being perceived as disruptive? How to capture and retain customers? How to better engage with customers? How to leverage digital tools and tactics to learn more about consumers and provide better and more relevant brand experiences? How brand management should evolve? How to control brand image?

Many of those questions are linked with ethical issues. The large flow of technological innovations has made the management of personal data a major societal issue for brands.

To explore all those facets of digital, we invite proposals— with either qualitative or quantitative approach - on one of the following themes, without exclusivity or exhaustivity:
- The influence of digital development on brand management
- New brand strategies in the digital age
- Brands and data
- Digital interactions and co-creation
- Luxury brands and social networks
- The compatibility between digital and ethics
- Challenges of the social media or influencers marketing
- Brand content and brand identity
- Brands and the millennials target
- Brands and new technologies (Bot/IOT/Augmented Reality)
- Brands and the consumer journey

Submission guidelines
Authors are invited to submit their complete papers through the Editorial Manager (https://mc.manuscriptcentral.com/rjsm) by 31st October 2019, whilst indicating that it is a submission to this special issue (Step 6: Details & Comments).

When preparing your submission, please check the Journal of Strategic Marketing website for guidelines on style and paper length.

Should you have any questions about the special issue, please contact the guest editors through the contact details provided above.

References
Hatch, M.J., Schultz, M. (2010), Toward a theory of brand co-creation with implications for brand governance, Brand Management, 17(8), 590- 604.