

## **CALL FOR PAPERS – MERCATI E COMPETITIVITÀ**

### **Re-discovering Dual Marketing: Internet's contribution**

**Deadline: 31/05/2017**

#### **Overview and Purpose**

Thirty years passed since the publication of Quelch's paper, titled "WhyNot Exploit Dual Marketing?" (1987). Nowadays, it is interesting to investigate if, and within what limits, there is still place for studies and researches on Dual Marketing (DM) in Internet and in the digital context. In 1987, analysing the pillar of the concept of DM, Quelch says: "What happens when industrial marketers start selling to consumers? Or when companies who serve consumers begin marketing to industry? Although not without its problems, dual marketing offers synergies that have been largely overlooked".

After Quelch's contribution, Biemans too in his paper (2001) highlights that DM is still neglected in marketing literature but it is widely adopted by companies. In the abstract of his paper, he suggests: "While the marketing literature treats consumer marketing and business marketing as two distinct marketing disciplines, many firms combine them by selling the same product both to consumers and business customers. This practice of dual marketing is quite common, but fraught with pitfalls and surprisingly neglected in the marketing literature".

Nowadays there is still a lack of conceptual contributions and empirical explorations, despite diffusion of practices of DM widely implemented online. This topic is neglected by academics and scholars.

This Special Issue of Mercati e Competitività aims at finding the possibilities to rigorously set the concept of DM and properly re-evaluate it in the academic field.

The Special Issue dedicated to Dual Marketing aims to collect different contributions (conceptual papers, research papers, view point papers, case study papers) with the purpose to stimulate the debate on theoretical models, research methods and managerial implications of this specific subject. Due to the fact that this is a comprehensive topic, many areas of marketing seem to be involved: not only B2B Marketing but also Consumer Marketing, Internet & Digital Marketing, Marketing Communication and Branding, Service Marketing.

An indicative, but not exhaustive, list of questions that this call for papers addresses is:

- theoretical framework of Dual Marketing;
- taxonomy of practices of Dual Marketing;
- development and diffusion of Dual Marketing's practices: role played by digital technology and Internet;
- advantages and risks for companies implementing Dual Marketing;
- business relationships and Dual Marketing;
- Dual Marketing analysed following a multi-stakeholder perspective;
- development of innovativeness through Dual Marketing;
- business areas that can widely benefit of Dual Marketing practices;
- Dual Marketing in service sector;
- approaches to Dual Marketing: re-organization of structures and development of competencies;
- brand management within the Dual Marketing perspective;
- integrated communication of Dual Marketing;
- values and functional and emotional elements of Dual Marketing communications;
- metrics for the assessment of results of Dual Marketing.

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## **Manuscript submission**

Manuscripts must follow submission guidelines of *Mercati e Competitività* (for the Author guidelines, please visit <http://www.francoangeli.it/riviste/NR/MC-norme.pdf>). All papers must be in English and will be reviewed through the standard double-blind peer review process, according to the journal rules.

Manuscripts should be sent electronically (in Microsoft Word format) to any of the guest editors before **31/05/2017**

## **Guest Editors**

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