**Special Issue Call for Papers**

**Teaching Academia: Learning to Effectively Approach Marketing Analytics**

***Journal of Marketing Analytics***

Guest Editors**: Laura Munoz** (University of Dallas) and **Richard J. Miller** (University of Dallas).

This special issue of the *Journal of Marketing Analytics* provides scholars with the opportunity to advance marketing education and pedagogy by publishing rigorous, scholarly manuscripts that will equip educators to teach marketing analytics in the classroom. This topic is critical as successful firms function in ever changing and competitive environments that increasingly present risks for their growth and survival (Mathur, 2022). To ensure that firms achieve these goals, while also delivering shareholder value, they will need future employees and managers who are being educated in today (Iacobucci et al., 2019).

The manuscripts will be judged for their academic and pedagogical rigor for advancing the teaching of marketing analytics. It is essential to note that papers are expected to clearly state the teaching objectives, the marketing area being addressed, and data sets are to be publicly shared with marketing educators so they can replicate the techniques learned in their classrooms.

This issue welcomes papers that focus on theory, techniques, and approaches to keep academia abreast of the strategic opportunities that marketing analytics provides in the classroom. The areas that are encouraged are, but not limited to, analytics in marketing strategy, product and pricing issues, channels of distribution and logistics, operations management, sales forces, competitiveness, consumer issues, service interactions, corporate social responsibility initiatives, globalization strategies, social media, and marketing content as well as marketing analytic resources used by managers and C-level leaders. We also welcome digital as well as traditional analytic approaches and techniques. Overarching frameworks that join marketing and other strategic areas (i.e. Human Resources, Finance, Customer Data, and Supply Chain Management) (Plangger et al., 2022) and/or that provide qualitative and quantitative resources of digital technology and marketing are also welcome.

Papers for this special issue should be submitted using the online portal for the *Journal of Marketing Analytics* and indicate that they are to be considered for this special issue. The papers will go through the same blind review process that papers regularly submitted would experience. The author(s) should follow the journal’s publication guidelines located at: <https://www.palgrave.com/journal/41270/authors/submission> and include the data set to be used with the technique/theory, if it is a quantitative paper. The submission window will be from June 1, 2023 to August 31, 2023.

For questions, please contact the guest editors: Laura Munoz ([lmunoz@udallas.edu](http://lmunoz@udallas.edu)) and Rich Miller ([rmiller@udallas.edu](http://rmiller@udallas.edu)).

**References**

Iacobucci, D., Petrescu, M., Krishen, A., Bendixen, M. (2019). The state of marketing analytics in research and practice. Journal of Marketing Analytics. 7, 152-181. <https://doi.org/10.1057/s41270-019-00059-2>

Mathur, M. (2022). Who pulls the strings: firm strategy or firm environment in controlling firm risk?. Journal of Marketing Analytics. 10, 341–359. <https://doi.org/10.1057/s41270-021-00141-8>

Plangger, K., Grewal, D., de Ruyter, K. et al. (2022). The future of digital technologies in marketing: A conceptual framework and an overview. Journal of the Academy Marketing Science. Forthcoming. <https://doi.org/10.1007/s11747-022-00906-2>