



Journal of Global Scholars of Marketing Science

Call for Papers

Special Issue

“Keeping up with the Trends in Marketing”

Track: Tourism, Hospitality, Food, Music & Sports Marketing

**Guest Editors: Dana Harrison (East Tennessee State University),
Mark Pelletier (University of North Carolina, Wilmington),
and Lucy Matthews (Middle Tennessee State University)**

The *Journal of Global Scholars of Marketing Science* is pleased to announce and invite submissions for a Special Issue on “Keeping up with the Trends” associated with the 2024 Society for Marketing Advances conference in Tampa, FL. **The conference submission deadline is June 30, 2024.** After the conference, manuscripts will need to be submitted to the *Journal of Global Scholars of Marketing Science* online platform no later than **December 15, 2024**. Conference submission is a requirement for this special issue.

Special Issue Background Information

Trends emerge and increase in popularity from a combination of factors that influence people’s preferences, behaviors, and perceptions. Understanding what prompts trends involves investigating the interaction of social, cultural, economic, technological, and individual factors. Consumers' preferences, behaviors, and perceptions tend to shift over time in the tourism, hospitality, food, music, and sports marketing areas. For this reason, some restaurants or tourist destinations become widely sought after but later find their attraction wanes as other locations are pursued. This special issue of the *Journal of Global Scholars of Marketing Science* is designed to bring together research that focuses on the latest trends in tourism, hospitality, food, music, and sports with respect to their marketing efforts. We particularly encourage creative, innovative, and wide-ranging but relevant topics. While cross-cultural work is not only welcome but also highly encouraged, we also hope to attract work completed in diverse cultures, settings, and contexts, as this will enrich the discussion and provide a global perspective.

Some examples of research that would be welcomed include:

1. Tourism:

- Sustainable tourism and eco-friendly practices.
- Impact of technology on the travel industry.
- Cultural and experiential tourism trends.
- Experiential, digital nomadism, wellness, and multi-generational travel.
- Digital marketing strategies for travel destinations.

2. Hospitality:

- Contactless technologies in hotels and restaurants.

- Employee training and retention in the hospitality industry.
 - Innovative hotel and restaurant designs.
 - Wellness and health-focused hospitality trends.
 - Personalization in guest experiences.
3. **Food:**
- Sustainable and locally sourced food trends.
 - Plant-based and alternative protein movements.
 - Functional beverages and gut health.
 - Cultural fusion in cuisine.
 - Food safety and traceability.
4. **Music:**
- Live music industry trends.
 - Streaming services and their impact on the music business.
 - The AI revolution in music creation.
 - Diversity and inclusion in the music industry.
 - Brand partnerships with musicians.
5. **Sports Marketing:**
- Digital and social media strategies in sports marketing.
 - Sponsorship and brand partnerships in sports.
 - College athlete branding.
 - Athlete branding and personal endorsements.
 - Sports events and their economic impact on host cities.

Submission Information

Authors are invited to submit original and unpublished research to the Society for Marketing Advances conference using the conference submission platform no later than June 30, 2022. The best papers will then be invited to submit their revised manuscripts to this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, following the author submission guidelines of the Journal of Global Scholars of Marketing Science. The journal uses APA-7 style, and papers should normally be no longer than 25 pages long. Those invited manuscripts should be received no later than December 15, 2024. Please submit manuscripts to the journal's online platform.

For more questions about the special issue, please contact Dana Harrison at harrisondl@mail.etsu.edu, Mark Pelletier at pelletierm@uncw.edu, or Lucy Matthews at lucy.matthews@mtsu.edu.

Journal of Global Scholars of Marketing Science:

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