

Marketing and Information Technology Special Issue

Special Issue Editors

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The past twenty years have seen dramatic changes in the nature, availability, and use of information and communication technologies (ICTs), spawning some vigorous research in marketing. Most articles examine the impact of new ICTs, such as customer databases, information systems, and the Internet, on either the ability of companies to improve production, marketing, and distribution or the capacity of consumers to process information and to make decisions. Comparatively little research has addressed macromarketing issues, i.e., the interplay of marketing, culture, and politics, and dynamic systems brought about by new information technologies and the ideological work they “do” through marketing practice. The purpose of this special issue therefore is to broaden our understanding of the growing presence of ICTs in marketing and society, with papers highlighting the implications for a world in which consumers, marketers and societies affect and are affected by ICTs.

Potential topics include:

- Analyses of the wider social implications of the increasing interconnectivity of databases, such as when state data collected for the census become part of marketing databases and vice versa, or the sharing of data between companies, government agencies and NGOs, and countries.
- Investigations of how new ICTs affect the representation of markets and customers and how companies act on these representations, particularly the role of data mining in generating customer profiles and market segmentation for strategic action.
- Studies on the effects of data-driven marketing on consumers' quality of life and societal welfare.
- Historical examinations of the emergence of data-driven market research techniques and how these new techniques have altered the conception of the role of marketing.
- The role and conceptualization of consumer privacy when consumers willingly participate in data collection and use.
- Examinations of the role of customer databases in social sorting, risk profiling, and social categorizing and the effects of these techniques for the provision and distribution of information and services through businesses and public providers.
- Discussions of the complex legal questions generated by data-driven marketing.
- Explorations of the impact of radically new information technologies, e.g., genetic data banks and memetics on the operation of marketing system(s).
- Other perspectives on issues concerning the interaction between marketing, new ICTs, and consumers with regard to quality of life, economic justice, ethics, cultural recognition, and public policy.

Articles may be theoretical or empirical, and may employ traditional or innovative research methods to tackle compelling issues germane to ICTs, marketing, and society.

Please send completed manuscripts as a Word attachment to either of the Special Issue Co-editors Detlev Zwick, dzwick@schulich.yorku.ca, or Nikhilesh Dholakia, nik@uri.edu; or to Cliff Shultz, Editor of the *Journal of Macromarketing*: jmm.abg@asu.edu. Manuscript format should adhere to the guidelines found on the *Journal's* website: <http://agb.east.asu.edu/jmm>. For additional information contact the co-editors: Detlev Zwick or Nikhilesh Dholakia. Manuscripts must be received no later than **July 1, 2007**.