

Call for Papers
Journal of Targeting, Measurement and Analysis for Marketing Special Issue
Mobile Marketing

Submission Deadline: 1st October 2007

With over 2.6bn mobile phones in use worldwide and with some markets having more mobile subscribers than adults in the population, it has also become increasingly clear that mobile devices of all kinds will soon become the most popular means of accessing the Internet.

With this opportunity in mind, keeping up with the enormously rapid pace of change in current thinking and experience is proving challenging for many firms. The development of mobile channels themselves and the attitudes adopted towards them by consumers are fluid and highly unpredictable. The techniques available to marketers for their exploitation are evolving and proliferating explosively.

This special issue of the *Journal of Targeting, Measurement and Analysis for Marketing* is devoted entirely to the rapidly evolving art and science of mobile marketing. We are interested in articles which will critically evaluate current developments and explore the kinds of future challenges facing marketers in assessing the effectiveness of mobile marketing channels.

Contributions will be welcomed that blend theory, empirical analysis, and practice. Given the Journal's focus, articles which critically address *targeting, measurement* or *analysis* issues are preferred. Case studies and contributions from practitioners will be particularly welcome. International comparative studies are also sought. Finally, the Journal occasionally publishes short 'Opinion Pieces' and these are also sought for the special issue.

Contributions should focus upon these and related topics:

- Microsegmentation and personalisation
- Measuring consumer engagement with mobile channels
- Mobile marketing campaigns and case studies
- Delivering mobile promotional content
- Mobile devices as loyalty platforms/mobile CRM
- User attitudes towards mobile marketing activity
- Mobile content pricing models and payment systems
- SMS/MMS marketing
- Traffic analysis
- Mobile location-based services
- Integration of mobile within multichannel strategies
- Innovative applications in the mobile channel (voting, couponing premium SMS, audiotext, IVR)
- Measuring the effectiveness of mobile value-added services

Papers should follow normal *Journal of Targeting Measurement and Analysis for Marketing* guidelines. Authors are asked to submit one electronic copy (MS Word format) to:

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