

**CALL FOR CHAPTER PROPOSALS**  
**Contemporary Issues in Social Media Marketing – Volume 2**



Edited by  
Dr. Subir Bandyopadhyay  
School of Business & Economics  
Indiana University Northwest, USA

Dr. Bikramjit Rishi  
School of Management and Entrepreneurship (SME)  
Shiv Nadar Institution of Eminence (SNIOE)  
Deemed to be University  
Delhi – NCR

**OBJECTIVE OF THE BOOK**

The book aims to provide relevant theoretical and experiential frameworks and findings in social media marketing. The book will cover all the relevant aspects related to social media marketing.

**TARGET AUDIENCE**

The book is targeted at students of social media marketing, social media marketing professionals, researchers, and academicians who are interested in knowing more about social media marketing. The book will also be interesting for the allied marketing disciplines, i.e. sociology, psychology, information science, and economics. The book will also become a reference resource for those organizations which want to use social media marketing for their brands.

**RECOMMENDED TOPICS INCLUDE, BUT ARE NOT LIMITED, TO THE FOLLOWING:**

This book seeks behavioral, empirical, or managerial work studying marketing implications of social media from both a consumer and managerial perspective. Scholarly articles on topics including, but not limited to, the following will be considered for publication in the book.

- The consumer journey in a social media world
- Social media engagement and return on engagement
- Social media and customer relationship management (CRM)
- Mechanisms for incentivizing and encouraging social interactions

- Consumption of social media platforms and services
- Typology of social media interactions in marketing settings
- Social media marketing goals and objectives
- Selection strategy for social media platforms
- Identifying target audiences
- Content marketing
- Publishing blogs, podcasts and webinars
- Microblogging strategy
- Marketing through social networks
- Hiring employees through social media
- Strategy to gain new customers
- Strategies for sharing photos
- Social media marketing for B2B
- Mobile computing strategy
- Location marketing strategy
- Selection of monitoring tools
- Managing social media in-house vs. by an agency

Authors should include a small case example in the chapter. The authors should link the case example and chapter idea to develop the chapter proposal. We prefer the conceptual and thematic chapters, which will propose new ideas and help build the literature.

### **SUBMISSION PROCEDURE**

This book invites original chapter proposals from academicians, researchers and practitioners. Neither published nor submitted anywhere else chapter proposals can be sent for review on or **before June 30, 2023**. A 2-3 pages chapter proposal highlighting the objectives of the proposed chapter will be appropriate. All submitted chapters will be reviewed on a double-blind review basis. Contributors may also be requested to serve as reviewers for this project.

### **IMPORTANT DEADLINES**

Proposal Submission deadline: June 30, 2023

Notification of Acceptance: August 31, 2023

Full Chapters Submission: October 31, 2023

Review Results Returned: December 31, 2023

Final Chapter submission: March 31, 2024

Please submit your chapter proposals at: [bikramjit.rishi@snu.edu.in](mailto:bikramjit.rishi@snu.edu.in) and [sbandyop@iun.edu](mailto:sbandyop@iun.edu)