

# CALL FOR PAPERS

People + Strategy Journal 40.4 (Fall 2017)

## How HR and Marketing Can Grow Business Together

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### Theme of the Upcoming Issue

For too long Human Resources and Marketing departments have simply co-existed in organizations, sometimes competing for scarce budget dollars, but otherwise ignoring each other. The evolution of customer experience marketing on one hand, and the insights from employee engagement research on the other hand, with both impacted by data analytics and use of social media, has led HR and Marketing to discover a combined one-two punch for people and strategy.

The brand promise of many services only comes alive at the point where customers encounter employees; business strategy is realized through these interactions. HR practices are essential enablers of service effectiveness, while savvy marketing functions have discovered how to leverage this as a competitive differentiator. Rapidly evolving technology capabilities now extends the boundaries of service relationships in ways that were not possible in the past, and together HR and Marketing may reinvent how to drive exceptional customer experience.

### Topics to Consider

This issue of *People + Strategy* will showcase companies and practices that have begun to integrate and leverage HR and Marketing departments, driving alignment of internal and external branding, linking employee and customer behavior to achieve company strategy and goals. Topics to consider for this issue include, but are not limited to the following:

- Best practices linking marketing with people and organization strategies
- Case studies connecting employees and other key stakeholders with the brand promise
- Efforts to align the Marketing and HR specifically to drive business growth
- Innovation in services marketing, especially where strategy is realized through the collaboration of Human Resources, Marketing and IT departments
- New models of organization design that tightly integrate Marketing and HR functions
- Experience conducting and leveraging linkage research to improve performance
- Novel approaches to measurement and use of data that connects customer and employee experience
- Innovative people and organization practices in the Marketing functions

The value-added role Human Resources can bring to Marketing and vice versa

We are looking for articles that have the following attributes:

**Strategic importance:** Have a link to business decisions and do not rehash well-known information; should be the type of article an HR partner might pass on to business leaders to educate them about a concept, provide the basis for a decision or influence their thinking.

**Impact:** Have a “so what” for the HR executive as well as a business leader, for example, does not just present research findings but also discusses applications and impact.

**Actionable:** Focus on solutions, not just descriptions of issues.

**Grounded:** Based on research, theory (with examples), or proven practice to provide a

“proof of concept,” not just armchair observations; provides frameworks that can be applied in a variety of situations.

**Point of view:** Make a case for thinking about a topic differently.

**Readable:** Non-academic prose; uses active verbs and minimal jargon.

### Our Audience

The typical reader of *People + Strategy* is an internal human resource executive or consultant seeking actionable and practical advice based in sound evidence. Our reader wants to be challenged by new practices, approaches, and models. Our readers are experienced, knowledgeable and work in and for a variety of organizations across the globe. They turn to *People + Strategy* for clear, actionable, and thought-provoking articles on current topics.

### Types of Submissions

Articles can take a number of forms, including frameworks for understanding and taking action on a topic, presentation of research findings with interpretation, case studies illustrating best practices or essays advocating new ways of thinking about an issue. Articles from consultants are especially interesting when they are written collaboratively with practitioners from a client company.

### Submission Process

We encourage submissions of one-page proposals and article ideas first to the editors prior to submitting the completed article. All proposals will be reviewed by the editors and returned to the authors with comments and recommendations. If accepted, we will then guide you on the development of your article. Final submissions will be reviewed by

members of the journal's editorial review board.

Criteria for evaluation include significance of contribution to the field of human resource management; usefulness of knowledge; timeliness of content; originality; provocative nature of content; quality of the data supporting the points; logical; and well-written. The reviewers' comments will be sent to authors.

### Writing Style and Guidelines

Articles can range from 2,000 to 3,000 words. Perspectives articles range from 500 to 700 words. See examples of articles published in the journal at <http://www.hrps.org/PSJguidelines>.

### Time Table and Submission Information

All proposals should be sent to: Marc Sokol at [editor@hrps.org](mailto:editor@hrps.org). Please designate in your subject line that the submission is for the Fall 2017 Issue: HR and Marketing. Please indicate if your article is based on any prior publication or is also currently submitted to another publication for consideration.

**May 1, 2017: Proposals due.** Submit a one-page overview of article concept and author's bio.

**May 8, 2017: Feedback provided.** We will provide feedback and direction on your concept.

**June 1, 2017: Articles due.** Submit a well-written draft ready to be edited.

**June 8, 2017: Feedback provided.** We will indicate if the article is accepted, and, if so, what revisions are needed. If your article is accepted, we will work closely with you to shape and revise it to meet the final submission deadline.

**August 7, 2017: Final articles due.** All articles are due in final edited form.

### Review Process

Contributions will be reviewed by a committee, and each paper will get at least two independent reviews, based on criteria including relevance, clarity, soundness and power of the arguments, generality of results/claims, and novelty. Papers will be accepted based on this criteria and space availability. Accepted papers will be published in the Fall 2017 issue of *People + Strategy*.

### Copyright Policy

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