Call for Papers:
Innovation, Diffusion, and Adoption of High-Technology Products/Services
Special Issue of the Journal of Business Research

Selected JBR papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Conference submission deadline: March 15, 2010; venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

Innovation is a key concept in the global business world as the global economy enters into a period of major recession. Despite developments of so many breakthrough technologies, however, high-tech firms, big or small, are still struggling in creating and extending the new market opportunities. Technologies being a necessary condition, marketing should play a critical role in fulfilling the dream of successful diffusion of high-tech products or innovation. In honor of 2010 Global Marketing Conference at Tokyo organized by Korean Academy of Marketing Science, Ryutsu Keizai University, and Society for Marketing Advances, JBR will publish a Special Issue on Innovation, Diffusion, and Adoption of High-Technology Products/Services featuring suitable papers presented at this conference. The JBR focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the JBR special issue focus on, but are not limited to, the following:
- Development of Innovative New Products / Services
- New Product/Service Adoption
- Consumer Behavior on High-Tech Products / Services
- Diffusion of Innovations
- Demand Forecast of High-Technology Products and Services
- Marketing of Information and Communication Technology Services
- Marketing of Bio Technologies and Products
- Marketing of Consumer Electronics and Mobile Devices
- Product Line Optimization
- Strategies on New Product Development
- Design Management
- Global Marketing Strategy of High-Tech Products/Services

All papers submitted to Innovation, Diffusion, and Adoption of High-Technology Track of 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the JBR special issue. If you want consideration of your paper for publication in this special JBR issue, then please inform your intention to Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea, profkim@snu.ac.kr, Tel: +82-2-880-6934, Fax: +82-2-878-3154. Submit your paper to both guest editors of this JBR special issue for presentation at the 2010 GMC Conference at Tokyo: (www.kamsconference.org). Guest Editors: Sang-Hoon Kim, Associate Professor of Marketing, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea (profkim@snu.ac.kr), Tel: +82-2-880-6934, Fax: +82-878-3154. K.H. Huarng, Professor, Department of International Trade, Feng Chia University, 100 Wenhua Road, Seatwen Taichung 40724 Taiwan (khhuarng@fcu.edu.tw), Tel: +886-4-24517250 ext. 2600, Fax: +886-4-24516453.

For More Information: http://www.kamsconference.org/