

SPECIAL ISSUE CALL FOR PAPERS

Special Issue of "Current Issues in Marketing Research" to commemorate those who lost their lives in the earthquake centered in Kahramanmaraş and affecting eleven provinces and the 100th Anniversary of the Republic of Turkey

The theme of our special issue, which we plan to be published in October 2024 in memory of those who lost their lives in the earthquake that affected eleven provinces centered in Kahramanmaraş and the 100th anniversary of our Republic, has been determined as "Current Issues in Marketing Research". In this special issue, which will be prepared in line with this main theme, we aim to bring together studies on the following sub-topics. It is possible to submit articles close to the main theme and sub-themes in our special issue.

Current Issues in Marketing Research;

- **Entrepreneurship (Field Editor: Prof. Dr. Kahraman ÇATI/Inonu University/TURKEY)**
 - o Studies on types of entrepreneurship,
 - o Innovation management,
 - o Entrepreneurial culture,
 - o Entrepreneurship and ethics,
 - o Entrepreneurship and strategic cooperation,
 - o Management skills in entrepreneurship,
 - o Studies to be associated with entrepreneurship.
- **Artificial intelligence and digital marketing (Field Editor: Assoc. Prof. Şükran KARACA/Sivas Cumhuriyet University/TURKEY)**
 - o Reflections of artificial intelligence on consumer behavior
 - o Reflections of artificial intelligence on marketing management
 - o Reflections of artificial intelligence on marketing research
 - o Reflections of artificial intelligence on current marketing approaches
 - o Studies that can be associated with artificial intelligence and marketing
 - o Studies on digital marketing
- **Sustainability (Field Editor: Assist. Prof. Dr. Azamat MASKÜDÜNOV/Turkey Manas University/KIRGIZISTAN)**
 - o Marketing studies related to environmental sustainability
 - o Marketing studies related to social and cultural sustainability
 - o Marketing studies related to economic sustainability
 - o Green marketing

Article submission for the special issue will take place through our Dergipark page (<https://dergipark.org.tr/en/pub/gupayad>). Article submission for our special issue will continue until August 01, 2024. After the specified date, it will not be possible to accept articles due to time-consuming processes such as preliminary control of articles, article evaluation process, revision, layout, proofreading. Studies must be uploaded to Dergipark. Studies requiring ethics committee are must submit ethics committee approvals.

Manuscripts to be sent to our special issue; research article, review, book review, case report, case study. Please contact our editor in advance for book reviews. Authors who will send their work to our special issue should definitely send an information note to gupayad@gmail.com.

The best three studies will be selected among the articles sent to our journal for the special issue. Selected authors will be given the right to publish free of charge in our next issues;

1. The author(s) of the top article will be able to submit three articles to our next issues at no cost.



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2. The author(s) of the second top article will be able to submit two articles to our next issues at no cost.

3. The author(s) of the third top article will be able to submit an article to our next issues at no cost.

The criteria for the selection of the best three articles are; the originality of the articles and literature review, quality of research. The article should be well-organized, and structured logically, with clear arguments. Method section should be sound and supported by evidence. The ethical rules will also be taken into consideration. The best article titles will be announced on our website the month after the publication of our special issue.

Please carefully review the writing rules of our journal while preparing your studies (<https://dergipark.org.tr/en/pub/gupayad/writing-rules>). The publication language of our journal is Turkish and English. Authors are required to obtain a similarity report for their articles using Turnitin or iThenticate services and upload them to the system. Please review the similarity policy page on our website regarding the similarity rate (<https://dergipark.org.tr/en/pub/gupayad/page/13437>)

Authors are required to upload the following files to the system:

- Article File
- Copyright Form (<https://dergipark.org.tr/en/pub/gupayad/writing-rules>)
- Similarity Report
- Ethics Committee Approval (if necessary)

For your questions, you can contact gupayad@gmail.com.
