

Call for papers for a special issue on:

**PLACE IDENTITY/BRANDING, REPUTATION AND E-MARKETING:
Solutions during and after global pandemic crisis**

Guest Editor:

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Description of the special issue topic

Developments in e-marketing and social media are important opportunities for managers and policy makers to be constantly communicating place identity to customers, consumers and stakeholders. The creation of place identity is difficult for countries and can come to encompass the entire place reputation. The topic of destination marketing and image has attracted considerable interest during the last two decades. The literature identifies several antecedents as well as other important constructs such as tourist loyalty, motivation, place identity, satisfaction, and intention to revisit. Indeed, international place tourism has become a topic of increasing interest due to globalisation. This has led destination or place marketers to offer differentiating value in order to attract, maintain or increase market share, and encourage tourists or indeed foreign direct investment. Intensified research into place/destination marketing has led stakeholders such as investors, governments, traders, and marketers, even settlers, to use this concept to their advantage in achieving competitive strength in the market and generate significant value both for the country and themselves.

Place identity is one potential path for managing the perceptions of a place among stakeholders and it can be transmitted via social media. Social Media and e-Marketing have become leading communication tools for disparate organisations and businesses. The social-media environment is a further challenge for companies in the form of increasing transparency and consumer empowerment. It is argued that social media has an effect on how people evaluate companies, places, and also how they may bring multiple stakeholder groups together and make them visible (Ageeva and Foroudi, 2019; Hafeez et al., 2016; Foroudi et al., 2018; 2020; Palazzo et al., 2018).

The challenge may be to harness new and effective ways to utilize the Internet with its social media and e-Marketing opportunities it presents to engage with consumers in interactive, immediate and innovative ways. Any successful e-marketing campaign will include these in its strategy. In addition, they may enable a place or destination to become more real in the eyes of the consumers by providing a social voice.

Recently, countries have had to adapt their place identity, profile and image management to the new media environment due to the dramatic changes in technology. Place identities are also facing interesting challenges and opportunities from the technological and social developments in the form of co-creation and co-destruction. However, research on social media and e-marketing has not directly addressed the concept of place identity yet. Also, the academic research articles illustrate the lack of study on media-specific contexts such as social media in building and managing the same (e.g., Foroudi et al., 2020).

According to recent research, marketers place a very high value on Social Media and e-Marketing. 92% of marketers surveyed indicate that social media is important for their business, which increased from 86% in 2013, while 89% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media (Social Media Marketing Industry Report, 2014).

While e-marketing literature has progressed very well in terms of the application of place identity and its image and reputation with regard to helping countries to create differentiation and address competition, it has failed to explain how countries/places can align their place identity within global/national markets. The issue of programme and process in place identity/branding strategy still needs to be addressed by marketers.

This Special Issue aims to illustrate and critique the methods by which international firms apply place identity/branding theories to the creation of place identity in order to successfully acquire and retain customers with an aim to increasing profitability and planning future growth. The special issue may serve to initiate debate on this topic. The issue also addresses the question as to which factors prevent customers from associating with a place/brand identity that has been able to successfully attract customers in its domestic market.

The special issue, 'Place Identity/Branding, Image, reputation and e-Marketing: Theory and Practice' also aims to scrutinise models, approaches, methods, approaches, tools, projects and case studies that contribute to explain the role and significance of place identity, image, reputation, and e-marketing as a value-driver in retailing and tourism and hospitality sectors.

Particular attention is paid to new approaches to the study of place identity and social media and must focus on the interaction between place identity, image, reputation, and e-marketing, and consumption, and/or all areas as opposed to just focusing on design per se. We would like to see profound and rigorous theoretical contributions that substantially advance and challenge existing theories used from a multi-disciplinary approach. Consistent with the journal's position we welcome all methodologies.

Aim of this special issue is to extend boundaries of current research on the topic under consideration. This papers published in this special issue will integrate theories and concepts from business management, Place identity, place reputation and e-marketing to fill up the gap in the current literature about the topic.

Potential specific topics to be covered

The potential topics include, but are not restricted to, understanding the value of the place identity, place reputation and e-marketing as holistic thinking; place identity, and marketing effectiveness; place branding and new approaches for e-branding and advertising; place reputation and sustainable e-consumption; place identity and e-tailing; place branding and e-tailing and innovation; place branding and the role of innovation in facilitating place resources; place reputation and place positioning; place identity, place reputation and entrepreneurship; place reputation and tourists' engagement and co-creation; place reputation and sustainability; place reputation, stakeholders, competition for resources and competitive advantage; place identity and their impact on changing roles and behaviours of customers, including new insight on the interface between customers and the modern organisation; place identity and their impact on the developing role and scope of strategic marketing in the modern organisation; place reputation and their impact on smart interactions with consumers in e-tail and e-commerce; place identity, e-marketing and social and consumer culture theory approaches; e-marketing, place management and connectivity with third places (e.g. shopping centres, airports etc.);

destination, crisis and risk management; communications and PR; place branding; arts, heritage and culture; e-marketing, and destination brands; spatial design and a sense of place.

Cross-disciplinary nature of the topic of this special issue will be of interest to various groups/communities that brings together academics and practitioners working in the field of place branding, place marketing, marketing and policy making. Some of these include American Marketing Association, Academy of Marketing UK, and EMRBI etc.

Submission Guidelines

Papers should follow the Corporate Reputation Review style, available from: <https://www.palgrave.com/gp/journal/41299/authors/presentation-formatting>.

Length: target 6,000 words in total, including references and a maximum of five tables/figures. Maximum page length 45 pages including title page, tables, figures and references.

Schedule

Stage	Time
Paper submission	Sep 2020 – Nov 2021
Reviewing process and revision submission	July 2022
Production process (online publication)	Sep 2022
Total	1 Year

The timeline for the Special Issue based on the above data:

- The date the first submission is expected.
Sep 2020 – Nov 2021
- The submission deadline: the date by which all papers should be submitted to the Guest Editor for review and the CRR submission site will be closed.
30 Nov 2021
- The acceptance deadline: the date by which all manuscripts should be fully reviewed and final decisions made on all manuscripts; and those failed to meet the deadline may be excluded.
30 July 2022
- The expected publication date: the date the Special Issue is expected to be published online.
1 Sep 2022

Guest Editor

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Reference:

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- Palazzo, M., Deigh, L., Foroudi, P., and Siano, A. (2020) How to boost place branding leveraging on community relations. An exploration of banking sector in Ghana, *Qualitative Market Research: An International Journal*.