



## Marketing Metrics and Marketing Performance

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Deadline for manuscript  
submissions:

**closed (31 August 2018)**

### Message from the Guest Editor

Dear Colleagues,

The SI is to explore new areas or gain new insights into the productivity of marketing activities as measured by the impact on the financials of the firm. This could include how we spend to affect mind-metrics such as awareness, consideration, preference, and satisfaction and their relationship to financial outcomes. Marketing ROI is difficult to measure, yet it provides a metric that could be used to compare with other expenditures within the organization. How do we capture it for marketing spending? Is it even the right metric to be using? The SI should cover branding issues as they relate to spending and firm value. The SI will be research approach agnostic—empirical, theoretical, analytic modeling, and methodological advances are all appropriate. Cross-functional approaches are encouraged, particularly blending marketing and finance or accounting and finance. We encourage research supportive of possibly altering current FASB regulations. Ideally, work will reflect how marketing metrics can be applied in real settings. Social media and big data metrics and connection to financial performance is





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## Editor-in-Chief

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## Message from the Editor-in-Chief

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