



## INNOVAR

### Call for Papers Special Issue: Marketing and consumer behavior during and amidst the overcoming of a pandemic

#### Guest editors

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#### Background

The COVID-19 pandemic has caused changes in the way companies and people behave, and the future effects of this reality are still unknown. Although several studies have shown how isolation measures and individual and social reactions impact organizations (Leung *et al.*, 2021; Rojas *et al.*, 2020), more research is required on how an organizational field such as Marketing could help overcome the devastating effects of the pandemic.

Consequently, urgent social requests could be addressed by scholars through research studies. First, there is a call to examine the effects of COVID-19 on the different cultures, age groups, and demographic variables that characterize consumers worldwide (Madrigal *et al.*, 2021; Sheth, 2020; Zwanka & Buff, 2020). This might lead to possible answers and paths through which companies could adapt and offer new value propositions. Likewise, and in the same vein, it is mandatory to account for how tendencies towards individualism due to the pandemic have shaped new habits, trends, and disruptions (Larios-Gómez *et al.*, 2021; Sheth, 2020). Additionally, recognizing the lines of work regarding the social responsibility by companies and their marketing actions in dealing with the negative effects of the current pandemic (Huang, 2021; Pesqueux, 2020) is a matter to be explored, as well as the impact on consumers derived of this situation.

Additionally, it is important to contribute to the recognition and analysis of new positive dynamics in the field of Marketing –such as how the pandemic has favored and promoted the connection with consumers through digital channels and the use of e-commerce and, especially, marketplaces with a wide range of sales and after-sales services (Brandtner *et al.*, 2021; Gómez, 2020; Sánchez-Torres *et al.*, 2021; Saura *et al.*, 2020; Sheth, 2020)—, as well as of traditional approaches such as B2C, favoring along the way entrepreneurship and independent or informal players through dynamics such as C2C.

Moreover, when dealing with specific sectors, facing student's dropout rates, supporting educational coverage, and offering positive service experiences within the framework of this complex and changing situation opens the door to rethink and contribute to educational marketing and the positioning of education institutions as brands amidst the pandemic (Habib, 2021; Montoya-Restrepo *et al.*, 2020). Therefore, recognizing Marketing in other sectors of interest deeply affected by the current sanitary emergency –as in the case of tourism– may lead to examine how to use internal marketing to motivate the collaborators of a specific sector or how marketing tools could be restored in order to promote tourists' trust (Buhalis, 2020; Kluge *et al.*, 2020; Sharma *et al.*, 2021; Sheldon 2020). Similarly, it is significant to acknowledge the various changes generated in the way of purchasing mass consumer products –retail– (Brumă *et al.*, 2021; Rodrigues *et al.*, 2021; Rojas *et al.*, 2020), which also applies for contexts such as public transport services (Rincón-Novoa *et al.*, 2021).

## Languages for submissions

Spanish, Portuguese, and English.

## Scope of the Special Issue

This special issue calls for the submission of academic papers resulting from research projects. Various methodological and epistemological approaches are welcome. Among others, this call deems as important topics such as the recognition of Marketing and the eventual changes in consumer behavior during the pandemic, along with predictive analytics carried out to understand future consumption trends during the so-called overcoming period. As a result, it is essential to address the aforementioned topics from perspectives such as:

1. Technology adoption and disruption
2. Environmental values, pro-environmental consumption, consumer activism
3. Awareness, attitude, purchase, loyalty, and brand management
4. Stress, burnout, and social distancing effects
5. Impacts and changes among generations (i.e. children and youth, elderly)
6. Marketing in specific sectors: Tourism, education, financial sector, retail, and public transport, among others.

## Submission requirements

Submissions must meet all the criteria in terms of structure, extension, citations, and bibliographic standards established by INNOVAR Journal in the guidelines for authors: <https://revistas.unal.edu.co/index.php/innovar/about/submissions#authorGuidelines>

## Important dates

- Call for submissions: August 2021
- Deadline for submissions: February 2022
- Publication of the Special Issue: October 2022 (last quarter)

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### **Brief curriculum vitae of the Guest Editors**

**Sandra Rojas Berrio.** Ph.D. in Management Sciences, Instituto Politécnico Nacional (Mexico). Business Administrator and M.Sc. in Managements, Universidad Nacional de Colombia. Dr. Rojas has trained more than 77 Ph.D and M.Sc. students in the field of economic sciences. She has published over 45 scientific works in the areas of Management and Marketing and is a Senior Researcher certified by Minciencias. She has taught marketing and research methodology courses for Ph.D and M.Sc. students at Universidad Nacional de Colombia, Universidad Nacional de Rafaela (Argentina), Universidad Externado de Colombia, and Politécnico Grancolombiano. She is the leader of the research group “Management and Marketing” (B Category - Minciencias), member of the Academy of Marketing Science, and full-time Associate Professor in Marketing of the Economic Sciences School at Universidad Nacional de Colombia. She is also a member of the Editorial Committee of Innovar Journal and has participated as reviewer of scholarly journals such as Young Consumers, Health Policy, Journal of Fashion Marketing and Management, Revista Academia & Negocios, South Asian Journal of Social Studies and Economics, Sustainable Production and Consumption, among others.

**Javier A. Sánchez-Torres.** Ph.D. in Business, M.Sc. in Business Research, M.Sc. in Sports Management by Universitat de Barcelona (Spain). Dr. Sánchez-Torres has graduate studies in Journalism by Universidad Internacional de Cataluña and Sports Marketing by Universitat de Barcelona, both in Spain. He studies consumer behavior from different perspectives: digital marketing, sports marketing, educational marketing, retail, among others. He has been peer-reviewer for high-impact journals such as Internet Research and Young Consumers. Dr. Sánchez-Torres has also published scientific papers in the following journals: Journal of Fashion Marketing and Management, International Journal of Bank Marketing, and Journal of Business & Industrial Marketing, among others. He is currently Assistant Professor at Universidad de Medellín, Colombia, and leader of the research group Tetrax Marketing.

**Francisco-Javier Arroyo-Cañada.** Ph.D. in Business Studies by Universidad de Barcelona, where he specialized in online marketing. He is a Professor at Universidad de Barcelona, Director of the Master’s degree program in Marketing and Market Research, and Director of the Master in Customer Experience Management, Retail and E-commerce. He has relevant publications in international scientific journals in the field of information technology, marketing and tourism, such as Journal of Fashion Marketing and Management, International Journal of Bank Marketing, Journal of Business & Industrial Marketing, Operational Research, Journal of Intelligent & Fuzzy Systems, and Kybenetes, among others, as well as various books and book chapters in marketing and consumer research. He is a member of the Generalitat de Catalunya research group named “Business and Management Research,” the research group “Marketing Decision Making” at Universitat de Barcelona, and belongs to several international research networks, such as Red Iberoamericana para la Competitividad, Innovación y Desarrollo (REDCID) and Red Internacional de Investigación en Marketing y Turismo (REDIMARKT). Dr. Arroyo-Cañada is the

President of the On/Off International Conference in Marketing Decision Making and supports business projects aimed at fostering the use of Internet-based activities.

**Flor Madrigal Moreno.** Ph. D. in Management, Professor and Researcher at the School of Accounting and Management Sciences, Universidad Michoacana de San Nicolás de Hidalgo (UMSNH), México. She is a member of Sistema Nacional de Investigadores (SIN) at Consejo Nacional de Ciencia y Tecnología (CONACYT), and has a Desirable Profile granted by the Mexican Program for Professional Teacher Development (PRODEP). Dr. Madrigal Moreno carried out a Research stay at Universidad de Barcelona. She is the leader researcher of Cuerpo Académico Estudios en Comunicación, Mercadotecnia, Turismo y Gestión Empresarial and received the Best paper student award at the International Conference on Modelling and Simulation, AMSE 2017. She has been part of the editorial process of books such as “Mercadotecnia Sustentable y su aplicación en México,” “Estrategias de Mercadotecnia en Mercados Específicos,” and “Estrategias de mercadotecnia aplicadas a PYMES mexicanas y colombiana,” among others. Dr. Madrigal Moreno has published scholarly paper in journals such as International Journal of Marketing Studies, Revista Espacios, International Review of Management and Marketing, and European Scientific Journal, and has participated as speaker in several local and international congresses. She is currently Professor of consumer analysis, international marketing and market research.