



IJRM



International Journal of Research in Marketing

Official Journal of the European Marketing Academy

IJRM Call for Papers

Special Issue on:

Marketing and the Creator Economy

Editors:

Renana Peres (The Hebrew University Business School), Martin Schreier (WU Vienna), David Schweidel (Emory University), and Alina Sorescu (Texas A&M)

Submission Deadline: June 30, 2024.

We are pleased to announce a special issue of the International Journal of Research in Marketing (IJRM) on the creator economy. The creator economy—a space where individuals, known as creators, generate income through producing and sharing original content, products, or services on digital platforms—is revolutionizing the way we work, consume, and interact with each other. As a result, it has many potential implications for marketing research and practice. This special issue aims to publish innovative papers that address various issues related to the theoretical questions, implementation, reshaping of marketing constructs, opportunities, and challenges arising from the interface of the creator economy and marketing.

Examples of topics that might be addressed include (but are not restricted to):

- The role of platforms in facilitating and restricting activities in the creator economy (e.g., The effects of platform policies and changes on creator income and sustainability)
- Creating and managing brand identity in the creator economy
- Collaborations and partnerships between actors in the creator economy
- Monetization strategies for creators, and the role of community building in monetization
- The effectiveness of different monetization models for creators, such as subscriptions, merchandise sales, and crowdfunding
- The impact of the creator economy on traditional media and advertising
- Creative industries and the creator economy

- Consumer behavior in the creator economy and the psychological underpinnings of consuming the digital goods put forth by creators
- The relationship between creator identity and audience perception
- Consumer trust and privacy issues in the creator economy
- The impact of the creator economy on social norms and values
- The characteristics and role of influencers in the creator economy
- Creating and managing fan communities in the creator economy
- The impact of the creator economy on traditional employment and entrepreneurship
- Creating and managing intellectual property in the creator economy
- The impact of social media algorithms on creator success and audience engagement
- The impact of creator collaborations and partnerships on audience growth and engagement
- The role of intellectual property laws in protecting creator rights and income
- The effects of creator burnout and mental health on productivity and income
- The relationship between creator demographics and success on different platforms
- The potential for blockchain and cryptocurrency to disrupt traditional creator monetization models.

We encourage multidisciplinary research at the intersection of strategy with behavioral sciences, computer science, economics, finance, information systems, psychology, sociology, and other disciplines. We also encourage novel empirical approaches not typically used in marketing research, ranging from unstructured data with deep learning models to qualitative studies and field experiments.

The special issue is open to all methodological approaches, including analytical papers, experimental studies, qualitative research, and empirical modeling. Research should be drawing on rigorous methodology to address substantive concerns. The special issue is also open to research that has the potential to inform regulation and public policy, so long as it relates to marketing phenomena.

Key Events/Dates:

1. An IJRM editorial and a series of short papers that are intended to further stimulate research ideas on the topic are on their way (please check out the IJRM website for updates).
2. A special conference will take place at Columbia University in New York City this fall (Nov 30 – Dec 1, 2023). The conference will be run by the Center on Global Brand Leadership at Columbia Business School, organized by Bernd Schmitt and Reto Hofstetter, and provide a platform to share ongoing research on the creator economy and to seek and provide rapid feedback. Please note that submission to the special issue does not require participation in the conference. For more information about the conference, see <https://business.columbia.edu/globalbrands/events/marketing-and-creator-economy>.
3. We start processing papers for the special issue Feb 1, 2024. The submission deadline is June 30, 2024.

About IJRM

IJRM is the official journal of the European Marketing Academy, and is positioned as the supreme outlet for the most novel and innovative marketing papers.

IJRM is also known for being a very author-friendly outlet. This includes fast turnaround times, a constructive and developmental review approach, and the avoidance of endless rounds of ping-pong between author teams and reviewers. If the authors wholeheartedly invest their deeds *before* the initial submission *and* during the review process, we hope to be able to bring good papers out faster than elsewhere. Time-to-market is too often neglected as a key factor in making marketing research relevant.

This special issue will be managed in this spirit.

Submissions

Papers targeting the special issue should be submitted through the IJRM submission system (<http://www.editorialmanager.com/ijrm>) and will undergo a similar review process as regularly submitted papers.

Important: when submitting your paper, please select as Article Type “**SI: Creator**”.

We strongly encourage authors to submit before the deadline. If all authors submit on the same date, the competition for competent and constructive reviewers will be naturally more intense.

All manuscripts must strictly follow the guidelines of the *International Journal of Research in Marketing* (see <https://www.elsevier.com/journals/international-journal-of-research-in-marketing/0167-8116/guide-for-authors>).

The pre-publication PDF of accepted papers will be made available online ASAP. The special issue is tentatively scheduled to be published in issue #3 of 2025.

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