

**Title of the Special Issue:**

## **Creating and managing value on international scale – CEE markets' perspective**

**Journal:** **Studia Oeconomica Posnaniensa**

**Edited by:** Beata Stępień, Michał Staszaków

**Submission details:**

**10.02.2017** **extended abstract** (details below)

**17.02.2017**

**or within 7 days after submission** information about acceptance/ rejection from editors

**31.03.2017** **full papers** (details below)

**30.04.2017** reviewing process

**by 30.07.2017** **PUBLISHED**

The aim of the forthcoming volume is to provide the answers to the following questions:

- Does the process of creating, communicating, delivering and monetizing the value DIFFER in CEE countries from the respective processes in mature or emerging countries?
- What are the grounds and consequences of these similarities/ differences?
- How this process (the customer value creation, CVC, and customer value management - CVM) evolved in CEE countries? What lessons we can draw from these trends?
- What are the forthcoming trends in customer value creation and management? Do they impact on CEE, mature and emerging markets with the same strength and consequences?

While answering these questions, papers can elaborate on one (or more)/ but not limited to/ the following topics:

- the process of creating/ communicating/ delivering/ monetizing the value
- business models creation/ strategy
- the role of Internet and digital media in CVC and CVM
- consumer behavior; customer value perception (CVP), decision making processes, brand loyalty, purchasing patterns, price perception etc.
- conceptual and measurement challenges in CVP and CVM and the consequences of particular conceptual and metric choices on both the results and managerial implications.

The articles in this volume should take either enterprise, managerial or customer perspective. Papers elaborating on cultural, institutional, economic, historic grounds/ facets etc. of CEE markets are welcome, but the perspective of the consumers or companies should dominate in these analysis. Both empirical and conceptual papers will be accepted.

Contact and submissions to:

Beata Stępień – [beata.stepien@ue.poznan.pl](mailto:beata.stepien@ue.poznan.pl)

or Michał Staszko – [michal.staszko@ue.poznan.pl](mailto:michal.staszko@ue.poznan.pl)

### **Extended abstract requirements: 10.02.2017**

#### **Length – up to 500 words**

- Authors (affiliation, contact details)
- The working title
- The aim of the paper and the nature of its novelty
- The short outline of theoretical background and conceptual framework
- Method (if applicable)
- The main findings (if applicable)
- The main conclusions

#### **Full paper requirements:**

**Length** – 10 – 12 pages (including an abstract, summaries, references, tables etc.)

The outline of sections in the paper as in the extended abstract

#### **Editorial requirements and layout –**

The article should present the current state of knowledge, contain the most recent data. Its volume should not exceed 10-12 typed pages, including abstract and bibliography. It cannot be earlier published or sent for publication in another journal. The Editor reserves the right to reject the article for publication, make cuts, placing stylistic and editorial amendments and changes to the title of the article. Author's correction must be carried out within 10 working days from receipt of the guidelines. The authors are obliged to cooperate with the editors in the whole process of preparing the article for publication.

The article should meet the following editorial requirements:

- margins: left – 2 cm, right – 3,5 cm, top – 2 cm, bottom – 2 cm,
- text: Times New Roman 12pt,
- spacing – 1,5 lines,
- the page should have 33-34 rows.
- Harvard citation style

**Tables, figures and formulas should be saved and submitted in the original version, in order to avoid possible reading errors.**

**Each article should contain the following elements:**

- names of authors,
- affiliation (university, faculty, department), e-mail of one of the authors chosen for correspondence,
- article title,
- abstract (up to 200 words),
- keywords (maximum 8),
- JEL classification,
- article content:
  - introduction (justification for the topic, purpose and topic of the article),
  - the body of the article (divided into parts marked sub-heads),
  - summary (conclusions and recommendations),
- bibliography (in alphabetical order).