DBW plans a special issue on Social Media edited by Professor Sebastian Spaeth and Professor Jetta Frost, both at University of Hamburg, Germany.

Social media are an ubiquitous topic although they elude a precise definition. Kaplan & Haenlein (2010) for example define them as «...a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.» Notwithstanding the problems with defining the concept, it has proved already to be of great importance to fields as diverse as tourism (Bynum Boley/Magnini/Tuten, 2013), marketing and consumer research (Hildebrand et al., 2013), and public organizations (Mergel/Bretschneider, 2013). Due to its novelty and lack of experience with this phenomenon, theoretical foundations have to be developed in order to foster its academic examination (Aral/Dellarocas/Godes, 2013). From a management perspective, the principal interest is less in the underlying technology than in the consequences of social media for business processes and structures. This special issue »Social Media« aims at furthering the scientific inquiry into this question.

The concept of social media is tangent to a number of research questions of varying disciplines of business studies. Hence we invite authors of diverse fields of business and economics – in particular organization, HRM, innovation, marketing, and corporate finance – to submit an article. The following is a guiding rather than exhaustive list of research questions that authors could address:

- How are social media used by for-profit and non-profit organizations in a useful, creative and/or innovative manner?
- What risks do organizations expose themselves to when using social media? How do companies face crises and unanticipated events?
- How can social media foster the external knowledge sourcing of companies? How can knowledge and loyalty of customers be used and channeled?
- What are the internal constrains and conditions of an organization that hinder or foster innovations by means of social media? How do organizations and their incentive systems have to be designed in order to allow for an effective application of social media?
- What insights and conclusions can be gained from collecting and analyzing data from social media by companies and investors (e.g. in areas such as controlling, marketing, etc.)

Articles can be submitted either in English or German. For all submitted contributions the usual standards of DBW apply in form and content and are avail-
able on the DBW homepage http://www.dbwnet.de. Selection of articles follows the double-blind review process as commonly applied by DBW.

Contributions have to be submitted until 31.05.2014 to Schäffer-Poeschel Verlag.

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