

## Special Issue

# Marketing Metrics and Marketing Performance

### Message from the Guest Editor

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

---

### Guest Editor

Prof. Dr. David J. Reibstein

The Wharton School, The University of Pennsylvania, Philadelphia, PA 19104, USA

---

### Deadline for manuscript submissions

closed (31 August 2018)



## Administrative Sciences

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.1  
CiteScore 5.6



[mdpi.com/si/10695](https://mdpi.com/si/10695)

*Administrative Sciences*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[admsci@mdpi.com](mailto:admsci@mdpi.com)

[mdpi.com/journal/](https://mdpi.com/journal/)

[admsci](https://mdpi.com/journal/)





## Administrative Sciences

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.1  
CiteScore 5.6



[mdpi.com/journal/  
admsci](https://mdpi.com/journal/admsci)



## About the Journal

### Message from the Editor-in-Chief

Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

---

### Editor-in-Chief

Prof. Dr. Isabel-María García-Sánchez

Department of Business Administration and Economics, Universidad de Salamanca, 37007 Salamanca, Spain

---

### Author Benefits

#### Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

#### High Visibility:

indexed within Scopus, ESCI (Web of Science), RePEc, EconBiz, and other databases.

#### Journal Rank:

JCR - Q2 (Management) / CiteScore - Q2 (General Business, Management and Accounting)