Welcome to the special issue on Online Advertising and Sponsored Search. This issue focuses on the economic and computational design of sponsored search auctions, and we encourage contributions from a broad range of disciplines to submit to this Special Issue. Papers may encompass any or all of the following: theoretical analyses, modelling, simulation, and empirical studies. Authors may examine different aspects of sponsored search and online advertisement in any of a variety of possible contexts. Special topics of interest include, but are not limited to, the following:

- Economic and computational design of sponsored search auctions

We invite scholars and professionals from a broad range of disciplines to submit to this Special Issue. Please send your papers to the special issue editors.
• Detecting Click Fraud
• Search relevance
• Online ad placement on search results
• Understanding why consumers click on sponsored search
• Bid ranking mechanisms
• Use of algorithmic mechanism design in sponsored search
• Pricing mechanisms for selling online ads
• Contextual online advertising
• Local search
• Search engine marketing
• Incentive compatible pricing of keywords online
• Marketplace design for sponsored search
• Efficiency of online advertisements in forming users’ purchase behaviour
• Understanding metrics for assessing conversions online
• Data mining for online advertisement and sponsored search
• Standards for click quality
• Use of machine learning in sponsored search, search relevance and related topics

Important Dates:
Deadline for Submission: March 1, 2007
Paper acceptance/rejection: June 1, 2007
Revised paper submission: August 1, 2007
Final paper submission: September 15, 2007
Publication date: November 2007

Submission Guidelines:
JECR publishes original empirical research, theoretical and methodological articles, evaluative and integrative reviews, field research, business surveys, and application papers of interest to a general readership. A submission based on a paper appearing elsewhere (such as conference proceedings or newsletters) must have major value-added extensions to the earlier version. For conference papers, it should have at least 30% new material. The submitted manuscripts should follow the format as suggested in the Submission Guideline found in the journal website:
http://www.csulb.edu/journals/jecr/s_guide.htm

Of particular note is that the manuscript should be prepared in Microsoft Word format. The names, affiliations, and contact information (i.e., phone, fax, email addresses) of all authors should be provided only on the cover page. The submitted paper will undergo a double-blind review. Contributing authors may be asked to serve as reviewers for the special issue. Submitted papers will be screened for fitness and reasonable quality; if a submitted paper does not fit the special issue or not in publishable format, it will be returned right away.
Authors may submit completed manuscripts electronically at any time prior to the March 1st, 2007 deadline. Manuscripts and any questions should be directed to:

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