CALL FOR PAPERS

2016 Academy of Marketing Science World Marketing Congress
July 19-23, 2016
IESEG School of Management
Paris, France

Submission deadline: October 24th, 2015
Marketing at the Confluence between Entertainment and Analytics

Conference Program Co-Chairs:

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Paris, which welcomes the Academy’s 2016 World Marketing Congress, is replete with leisure activities and hedonic stimulations, reminding us of the growing role of experiences and entertainment in consumers’ daily lives. Marketing practices that deliver entertainment as part of the value proposition (e.g. sponsorship, brand placement, gamification) are less information-based, more interactive or embedded, and part of our lives forever more. Meanwhile, consumers use the internet, social media, and online communities across more devices and situations. Using price comparisons, online word of mouth, online auctions, they discriminate between marketers and offers. They switch between online and offline channels for information search and transactions. In turn, marketers take advantage of big data to develop new models of consumer behavior and refine their strategies and offering.

The rise of experiential and analytical capabilities affects consumer and marketer behavior, raising the question of how these new capabilities impact the creation of utilitarian and hedonic value, an issue of equal concern to the business-to-consumer, the business-to-business and the social marketing arenas. The co-chairs of the 19th AMS World Marketing Congress invite scholars across all disciplines within marketing to question the validity of accepted managerial practices, theories, and methods in this new context. In particular, they would like to challenge their scholarly colleagues to ponder whether the role of utilitarian value is decreasing in importance for marketers and customers. Further, we invite colleagues to submit their theoretical work, research results and suggestions for special sessions across the range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

THE CONGRESS
The 19th AMS World Marketing Congress will take place at IESEG School of Management’s Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. La Défense is Paris’s business district and Europe’s largest business hub. It is located just 50 minutes from the Charles de Gaulle International Airport with easy access via the Air France Les Cars, the metro, and RER. The congress will consist of presentations of peer-reviewed papers, special sessions, panel discussions, and plenary sessions. To participate, submit competitive papers or special session proposals (electronically) using the electronic conference management system for the appropriate track chair. Papers will be
subjected to formal double blind peer review. Papers or special session proposals may be submitted to
only one track.

*We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.*


The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to congress attendees. Please contact any of the program co-chairs with your ideas.


### TRACKS AND TRACK CHAIRS

**1 Advertising Communication (traditional forms)**

*Laurie Babin*
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*Claas Christian Germelmann*
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**2. Branding and Brand Management**

*Géraldine Michel*
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*Julie Guidry Moulard*
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**3. Business-to-Business Marketing**

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*Mitch Griffin*
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**4. Cause- and Health-related Marketing and Consumer Well-being**

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*Janet Hoek*
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**5. Children, Family and/or Senior Marketing**

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**6. Consumer Decision Making**

*Dipayan Biswas*
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*Philippe Odou*
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7. Cross-cultural, Multicultural and/or International Marketing
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8. Digital and/or Internet Communication
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9. Ethics, Social Responsibility, Environmental and/or Sustainable Marketing
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10. Fashion and/or Luxury Marketing
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11. Marketing in Emerging Markets
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12. Marketing Research: Methods, Measures, Analytics and/or Big Data Research
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13. Marketing Strategy
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14. New Product (Service) Innovations, Creativity, Pricing and/or Customer Value
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15. Personal Selling and Sales Management
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16. Relationship/Services/Customer Relationship Marketing
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17. Retailing (online - offline)
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18. Social Media Marketing
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19. Sponsorship-linked Communication and/or Product Placement
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20. Supply Chain Management, Channel and/or Distribution Marketing
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21. Tourism, Hospitality and/or Entertainment Marketing
Alain Decrop
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Christine Petr
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22. Wine and/or Food Marketing
Kenneth Deans
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Nathalie Spielmann
NEOMA-Reims Campus
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23. Doctoral Colloquium
John B. Ford
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Marie-Hélène Fosse-Gomez
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24. Special Sessions
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David Ortinau
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Accepted Special Sessions:
1. AFM/AMS Special Session on Social Marketing
Adilson Borges
NEOMA-Reims Campus
adilsonborgesjunior@gmail.com
2. Meet the Journal Editors
OC Ferrell
Belmont University
ocferrell@gmail.com
AMS Guidelines for Submitting Manuscripts and Special Session Proposals

Instructions: Please submit structured abstracts, competitive papers or special session proposals electronically using the conference management system. Select the appropriate track chair based on the content of your submission. It is absolutely against AMS policy to submit the same paper or proposal to multiple tracks.

As a rule of thumb for style, submissions should follow the Journal of the Academy of Marketing Science style guidelines (http://www.springer.com/business+%26+management/journal/11747).

Competitive research papers may be submitted either as a full paper or structured abstract. You can also choose to submit a special session proposal.

Authors (or at least one author) of accepted papers are required to register for the annual conference AND to present the accepted research at the time designated in the conference program. Any paper accepted for presentation but not presented at the conference will NOT appear in the official conference proceedings (Developments in Marketing Science) published by Springer. In addition, if authors have not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper is subject to be deleted from the program. Thus, prior to submission, please consider the submission issue of the paper seriously and take into account any uncertainties about author(s) NOT being able to attend. All conference participants should have an active membership in AMS.

Springer now publishes the proceedings series for the annual conference with the subtitle of Developments in Marketing Science. The official proceedings then will be available a few weeks following the conference. Authors of all titled material (abstracts, structured abstracts, full papers, special session descriptions) appearing in the Proceedings are required to release the copyright to the Academy of Marketing Science. Formatting guidelines for the Proceedings can be found at this link and may be updated by Springer prior to the meeting:

Full paper submissions should not exceed 10 single-spaced pages (Times New Roman or Calibri 12 pt. font) in total length including all exhibits and references. Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author (address, e-mail address, phone) will be requested. It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double blind reviewed. Only papers submitted as full papers can be published as full papers. Full papers may also be published as one page abstracts.

Structured abstracts submissions should not exceed 5 single-spaced pages following the same style guidelines as above. A sample structured abstract can be found on the conference web page. Structured abstracts can only be published as structured abstracts or as one-page abstracts in brief.

Upon acceptance of a full paper or structured abstract, the author agrees to: (a) release the copyright to the Academy of Marketing Science for any paper or abstract appearing in the Proceedings; (b) submit the manuscript in correct format in a timely fashion according to the
instructions provided by the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be allowed at the rate of US$50 per page over the limit. Any manuscripts not presented at the conference will not be published in an AMS Proceedings. Accepted papers will undergo a further edit for style prior to the meeting and final pdf files will be uploaded to the system for submission to the Proceedings Editor. Detailed instructions will be provided by the Proceedings Editor at that time. It is ultimately the author’s responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format.

**Special session/panel proposals** can be submitted through the conference management system to the special session submissions track. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Please contact one of the special session track co-chairs prior to uploading a proposal submission. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops, or other sessions that may be of interest to the AMS Fellows. Please contact and submit your special session proposals directly to the chairs of the “Special Sessions” Track listed on the Call for Papers.

[http://ams-web.org](http://ams-web.org)