CALL FOR PAPERS AND GUIDELINES FOR SUBMISSIONS

Marketing has increasingly been seen as a force for good, particularly building awareness of environmental issues, sustainability, engaging and empowering consumers but also creating new sub-disciplines of macro marketing and social marketing. These illustrate the transformational power of marketing which can be used to make the world a more equitable place, embracing cultural diversity, breaking down barriers and helping those who do not have a voice.

The 50th Academy of Marketing Conference, hosted by Hull University Business School, UK, has risen to the challenge of this question and is therefore calling for the transformational power of marketing to be used to make the world a more equitable place, embracing cultural diversity, breaking down boundaries and helping those that do not have a voice. We call on our brightest minds to engage with us in using marketing theory to establish freedom from *injustice, oppression and inequality*, and to build a more peaceful world. We ask the marketing community to reflect back on the theories of marketing and reassess how they might be used for the greater good.

Hull University is located in a Grade II listed building, with world class facilities, which lies within the vibrant, green campus of the University of Hull. The Business School is AACSB accredited with a full complement of undergraduate and postgraduate programmes and has a thriving PhD community.

Hull is also the UK City of Culture in 2017 when it will be hosting a 365-day programme of the best art, music, performance and events in the country, including the world-famous Turner Prize. Visitors will find plenty to see and do in this historic waterfront city, which is famous for the warmth of its welcome. Hull is also a bustling port city and a gateway to Europe with direct ferry links to the Netherlands and Belgium.

Hull was also famously the home of William Wilberforce who played a leading part in the abolition of slavery. Given this tradition of championing equality and freedom from oppression, we look forward to receiving papers that break down cultural barriers, emancipate the consumer and citizen, and increase trade ethically in an international environment leading to freedom from *injustice, oppression and inequality*.

### Key Dates

- **6 February 2017** Final closing date for submission of Doctoral Colloquium papers
- **6 February 2017** Final closing date for submission of Conference papers
- **6 February 2017** Final closing date for submission of proposal outline for Special Sessions
- **13 March 2017** Closing date for submission of Special Session proposals
- **27 March 2017** Paper acceptance confirmed
- **24 April 2017** Revised paper deadline
- **2 May 2017** Doctoral bursary application deadline
- **8 May 2017** Early bird registration closing date
- **5 June 2017** Final registration date for conference for all presenting authors
- **3 July 2017** Doctoral Colloquium 2017
- **4-6 July 2017** Academy of Marketing Conference 2017
FREEDOM THROUGH MARKETING:
LOOKING BACK, GOING FORWARD

Marketing has increasingly been seen as a force for good, particularly building awareness of environmental issues, sustainability, engaging and empowering consumers but also creating new sub-disciplines of macro marketing and social marketing. These illustrate the transformational power of marketing which can be used to make the world a more equitable place, embracing cultural diversity, breaking down barriers and helping those who do not have a voice. The theme has the potential for all Special Interest Groups to engage in this crucial debate, therefore we invite submissions to the following conference tracks.

Conference Tracks

• Arts and Heritage
• Asia Pacific Marketing
• Non-Profit and Social Marketing
• B2B Marketing
• Brand, Identity and Corporate Reputation
• Strategic Marketing
• Consumer Behaviour
• Consumer Culture Theory
• Critical Marketing
• Entrepreneurial and Small Business Marketing
• E-Marketing and Digital Marketing
• Ethics and Marketing
• Sports and Events Marketing
• International Marketing
• Marketing Case Studies
• Marketing Communications
• Marketing Pedagogy
• Marketing of Higher Education
• Marketing Research and Methodology
• Marketing Segmentation and Target Marketing Strategy
• Place Marketing and Branding
• Political Marketing
• Replication
• Retail Marketing
• Services and Customer Relationship Marketing
• Sustainability
• Travel and Tourism Marketing

DOCTORAL COLLOQUIUM

The Academy of Marketing Doctoral Colloquium is a forum for doctoral students to meet and discuss their work with each other and experienced researchers. It will take place on Monday 3 July immediately prior to the Academy of Marketing 2017 conference. The colloquium will be held in a collaborative, open and friendly atmosphere. All topics and methodological approaches within the broad field of marketing and consumer behaviour are welcome and doctoral students at different stages of their research can apply to participate.

Doctoral presentations at the colloquium will take place in parallel tracks based on the conceptual and/or methodological focus of the participants work alongside the stage of their doctoral work. In addition there will be faculty presentations designed to help students plan and manage their dissertation process.
GUIDELINES FOR ALL CONFERENCE SUBMISSIONS

DOCTORAL COLLOQUIUM

Doctoral Colloquium Papers
Students at any stage of their research may submit a paper. These must be:

- A maximum of 6 pages excluding the abstract, appendices and references (papers may contain tables and figure).
- Appendices and references must each begin on a new page, but be uploaded as part of the paper.
- Submitted without the name of the paper’s author or indication of their institution (The online paper submission system will keep a record of these details). Please also ensure that all identifying information is removed from the document properties.
- The online system will ask for an abstract to be inputted separately (maximum 200 words).
- The online system will ask authors of DC submissions to indicate:
  - What stage in the PhD process is the student at? e.g. Early year 1, Middle year 2-3, final year 3-4
  - What methodological approach is being used?
- Please see the General Guidelines for All Papers for detailed formatting instructions.

MAIN CONFERENCE

- **Number of papers:** Authors may submit no more than 3 papers in total
- **Tracks:** Each Competitive and Working paper may only be submitted in one track. Authors should identify the most suitable track relating to the subject matter. Track Chairs will nominate reviewers from a pre-selected list.

**Competitive Papers**
These must be:

- Original
- A maximum of 6 pages excluding abstract, appendices and references (Papers may contain tables and figures).
- The online system will ask for an abstract to be inputted separately (maximum 200 words)
- Appendices and references must each begin on a new page, but be uploaded as part of the paper
- Submitted in long abstract form without the name of the paper’s author or indication of their institution (The online paper submission system will keep a record of these details). Please also ensure that all identifying information is removed from the document properties.
- Please see the General Guidelines for All Papers for detailed formatting instructions.

**Working Papers**
These must be:

- A maximum of 3 pages excluding abstract, appendices and references. (Papers may contain tables and figures). The online system will ask authors of Working Paper submissions to indicate which aspect(s) of this paper remain a work in progress (e.g. conceptualisation, data collection, data analysis, conclusion)
- The online paper submission system will ask for an abstract to be inputted separately (maximum 200 words)
- Appendices and references must each begin on a new page, but be uploaded as part of the paper
- Submitted in long abstract form without the name of the paper’s author or indication of their institution (The online paper submission system will keep a record of these details). Please also ensure that all identifying information is removed from the document properties.
- Please see the General Guidelines for All Papers for detailed formatting instructions.

**Special Session Proposals**
As in previous years, the aim of special sessions is to provide marketing academics and researchers with a forum to disseminate and share ideas, perspectives and theories relating to a specific area of marketing, ideally in line with our conference theme. They also offer a networking opportunity for researchers to meet others who share a similar research direction.

Please note that this document is dated 09-01-2017, and that updated versions may be released prior to the Conference. Please visit the Conference website at http://www.amconference.org for the latest documentation.
We ask for outline proposals for special sessions to be submitted by 30 January 2017, but will ask for final proposals by 13 March 2017. These should be emailed to am2017@hull.ac.uk and subject heading should be special session proposal. Acceptance will depend on the number and quality of proposals received.

Final proposals should:
- Indicate the topic and its relevance to the conference theme
- Contain a cover page that includes the title and the proposer’s details
- Specify the ideas and issues that will be covered in the special session
- Specify speakers
- Specify reviewers
- Any other important information

General Guidelines for All Papers

- All papers must be submitted online via the AM 2017 Conference paper submission website. This will be open from one month prior to the submission deadline, and a link will be provided from the main conference website www.amconference.org
- They must be uploaded as Word documents.
- Papers should be submitted without the name(s) of the paper’s author(s) or indication of their institution(s). (The online paper submission system will keep a record of these details). Please also ensure that all identifying information is removed from the document properties.
- Papers must adhere to the page limits given in the Call for Papers.
- A4-page formatted
- 2.5cm margins on all sides
- Single spaced throughout
- 12-point Times Roman font throughout (except for the title, which must be 14-point Times Roman)
- Figures and tables may be included within the body of the text
- Footnotes must be at the bottom of the page, kept to a minimum and numbered consecutively throughout the text in superscript Arabic numerals
- Displayed formulae must be numbered consecutively throughout the paper – (1), (2) etc. against the right-hand margin
- Appendices should only be included if absolutely necessary. Appendices are additional to the 3/6-page paper count
- Abstracts: These should state briefly and clearly the purpose, method, results and conclusions of the work, and should be less than 200 words in length
- E-mails: When submitting, please complete all the registration fields and use the same e-mail address consistently.
- Authors must submit a complete paper for review (6 pages Competitive or Doctoral Colloquium / 3 pages Working). If a paper is accepted for presentation at the Conference authors will be asked to upload a final version of their paper into the online paper system. This version will be the paper that is made available online and in the media which form part of the Conference Proceedings, as per the Conference Terms and Conditions. Therefore if authors do not wish their full Conference paper to be published in this way, they should upload a Word file containing the Title, Author Name(s) and Institution, and Abstract of their paper only, and including the following wording:
  “This is the Abstract from a full Doctoral/Competitive/Working [delete as appropriate] paper accepted for presentation at the Academy of Marketing 2017 Conference hosted by Hull University Business School. Enquiries about the content of the full paper should be directed to the paper author(s)”.

References

- Reference pages are additional to the 3/6-page paper count. References must be presented in APA (American Psychological Association) Style. E.g.

In text references:
References are cited in the text in alphabetical order, separated by a semi-colon.
"recent work (Patterson, 2010; Tynan, McKechnie & Hartley, 2014)" or "recently, Doherty (2013) has stated …".

**Journal Article:**

**Book:**

**Contributions in books, proceedings etc.:**

- You can find detailed guidelines about exactly how references should be presented from the Instructions for Authors page of the website of the official journal of the Academy of Marketing, the *Journal of Marketing Management* [www.tandfonline.com/rjmm](http://www.tandfonline.com/rjmm).

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**Further Information for Authors of Competitive and Working Papers**

Reviewers will rate your paper with a score of 1-5 according to the following criteria:

- Contribution to knowledge
- Structure and presentation
- Literature review
- Theory development
- Methodology
- Data analysis and interpretation
- Discussion/Conclusions

Each criterion is rated on a 1-5 scale where 1 = ‘very poor’ and 5 = ‘very good’. Where the criterion is inapplicable, it is categorised ‘N/A’.

For fairness and consistency of treatment, we are keen to acknowledge the importance of keeping to the page limits for submitted papers (i.e. a maximum of 6 pages excluding abstract, appendices and references for competitive papers, and a maximum of 3 pages excluding abstract, appendices and references for working papers.

**PLEASE NOTE THAT PAPERS WHICH TO NOT MEET ANY OF THE SPECIFIC CRITERIA DESCRIBED ABOVE WILL NOT BE ACCEPTED. THEY WILL BE RETURNED TO THE AUTHOR FOR CORRECTION.**

Specific comments for the author(s) will also be provided.

The most outstanding Competitive Papers will be considered as potential submissions for the Conference Special Issue of the *Journal of Marketing Management*. Authors of the most outstanding papers will be given the opportunity to submit a full paper adhering to the *Journal of Marketing Management* guidelines. The short-list of submitted papers will then be subject to further review rounds in order to select those papers to be included as articles in the Conference Special Issue of the *Journal of Marketing Management*.
TERMS AND CONDITIONS

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM 2017 Conference:

1. The final deadline for submission of main conference papers is Midnight GMT 6 February 2017. All papers will be independently blind-reviewed by at least two reviewers. Authors should, therefore, ensure that their names or any author-identifying information are not included, either in the text of the document, properties of the file or the file name. The language of the conference is English and all papers should be in English.

2. All papers submitted (competitive, working or Doctoral Colloquium) should follow the submission guidelines provided in relation to references. All author and co-author details will be inputted as part of the online submission form and the Organising Committee will only contact the author who submitted the paper.

3. The decision of the AM 2017 Conference Chairs in relation to the acceptance of the papers is final.

4. Authors will be notified of acceptance, rejection and/or suggested modifications as soon as the review process has been completed. Authors should act on feedback and comments provided by the AM 2017 reviewers in order to ensure high quality conference proceedings. Please keep an exact copy of the final paper for future reference.

5. By submitting a paper to be reviewed, the author(s) are indicating that at least one of the authors will attend the conference and present the paper. Any papers not presented by an author/co-author will not be published in the Conference Proceedings.

6. All attendant presenters must register for the AM 2017 Conference and pay the registration fee by the required date (Friday 5 June 2017), or their paper will be withdrawn.

7. Successfully refereed papers will be published in the Academy of Marketing (AM) 2017 Conference Proceedings. The Conference Proceedings are registered with an ISBN, and copies of the proceedings are deposited with the 6 UK National Libraries and the Chartered Institute of Marketing Library. The Conference Proceedings will also be available online from the Academy of Marketing website.

By submitting your paper (Contribution) to the Academy of Marketing Conference:

You warrant that the Contribution will be original, will not violate or infringe any existing copyright or other right (of whatever nature) of any third party; will contain nothing obscene, blasphemous, defamatory, misleading or otherwise unlawful; and will contain no factual statements which are not true or based upon generally accepted research practices; and you further warrant that you have full power to enter into this Agreement.

If the Contribution does not conform to the warranties set out in this paragraph, you will indemnify the Academy of Marketing and University of Hull Business School against any claims, loss, injury, damage or costs (including legal costs) that arise as a result of your breach of warranty. You will be responsible (at your expense) for obtaining permission for the inclusion in the Contribution of any third party copyright material.

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