AM2019 Conference - Workshops

Regent's University London, 2-4 July 2019

The 2019 Conference will host the presentation of competitively reviewed work through expert driven workshops. Each workshop will:

i) address a cutting-edge theoretical, methodological or pedagogical issue in marketing
ii) involve 10-15 participants who submit a competitive expression of interest paper to the workshop organisers
iii) run in parallel for 2½ hours on the first 2 days of the conference

Competitive Expressions of Interest Papers should be a maximum of 4 pages long and adhere to General Guidelines for All Papers. Papers will not be presented in the traditional way during the workshops; rather, attendees will be given access to the papers for their chosen workshop in advance of the conference and those papers will form the basis of the activities during the workshop as advanced by the workshop leaders. Papers should be submitted through the online Conference paper submission system via the link at the Conference website. When submitting your paper, choose "Workshop" for type of paper, then select the correct Workshop from the Track drop-down list. Authors may submit to one Workshop on each day, and they may not submit the same paper to more than one Workshop. (Delegates not selected to take part in a Workshop may wish to attend as an observer. Delegates should register for their preferred Workshops when completing the Registration Form, and places will be allocated on a first come, first served basis. Delegates will be notified of their assigned Workshops on Registration at the Conference).

The AM Workshop Lead is Professor Nick Lee of Warwick Business School. All questions or queries on the workshops should be directed to the AM Admin Office in the first instance, admin@academyofmarketing.org

Competitive Workshop List

Tuesday 2nd July

- *Are Non-Profits Tired of Marketing*? Workshop Convenors: Fran Hyde (University of Suffolk) & Sarah-Louise Mitchell (Oxford Brookes University)
- *Embedding Employability into the Marketing Curriculum: Rethinking Traditional Approaches* Workshop Convenor: Laura M. Chamberlain (Warwick Business School)
- *Presenting Life Differently: How to perform Post-Representational Perspectives into marketing practice.* Workshop Convenors: Jack Coffin (University of Manchester) & Tim Hill (University of Bath)
- *Envisioning Responsibility in Marketing and Consumption.* Workshop Convenors: Caroline Moraes, Isabelle Szmigin and Mike Saren (University of Birmingham)
- *Understanding the Visual in Marketing and Consumer Research.* Workshop Convenors: Finola Kerrigan (University of Birmingham), Natalia Yannopoulou (Newcastle University)

Wednesday 3rd July

- *Methodological Challenges when Conducting Consumer Research with Social Impact (CRSI).* Workshop Convenors: Emma Banister (Alliance Manchester Business School), Kathy Hamilton (Strathclyde Business School), Maria Piacentini (Lancaster University Management School)
- *The Virtual International Classroom - Linking Marketing Students at Different Universities in Different Countries.* Workshop Convenor: Al Marshall (Australian Catholic University, Sydney, Australia)
- *Immersive Storytelling and Experiential Marketing.* Workshop Convenors: Chloe Preece (Royal Holloway), Rohit Talwar (Southbank University)
- *Places of Consumer Activism.* Workshop Convenors: Vera Hoelscher (Sotheby's Institute of Art) and Andreas Chatzidakis (Royal Holloway, University of London)
- *A Research Workshop on Advances in Theory and Practice of Digital Marketing, with Special Issue of International Journal of Information Management.* Workshop Convenors: Yogesh K. Dwivedi, Nripendra P. Rana and Hatice Kizgin, (School of Management, Swansea University), & Anabel Gutierrez, (Kent Business School, University of Kent)

Are Non-Profits Tired of Marketing?

Workshop conveners: Fran Hyde (University of Suffolk) and Sarah-Louise Mitchell (Oxford Brookes University)

Over fifty years ago, a debate about the breadth and applicability of the marketing concept began with the Journal of Marketing paper by Kotler and Levy (1969). They argued that if marketing theory worked for brands and products, it should also be relevant for the marketing of services, ideas and good causes. Thus sporned an industry for papers (Fox & Kotler, 1980; Yorke, 1984) and text books (Kotler & Andreasen, 2013; Sargeant, 2009) applying for-profit marketing tools and techniques to the non-profit sector.

In recent years, the increasing professionalization of the non-profit sector has been widely observed, including the shift from volunteer founder to professional CEO (Chad, 2014), impact measurement and strengthening of internal processes (Dart, 2004; Guo, 2006) with some NPOs become increasingly market orientated (Balabanis, Stables, & Phillips, 1997; Hankinson, 2001). However, dissenting voices point to the distinctive characteristics of the non-profit sector, including: the need to consider mission and values (Sanders, 2015; Stride, 2006), the importance of collaboration (Kylander & Stone, 2012) and presence of multiple stakeholder relationships (Mitchell, 2016). Do these differences support a case for non-profit marketing theory being distinctive, a special case?

Significantly, there are two forces within the nonprofit context that make this debate particularly relevant. The first is increasing disparity between the 'have's' and 'have-not's', in charity marketing resource and capability terms. The growth of the mega brands such as CRUK, Comic Relief and Macmillan bring their own momentum, attracting donors, experienced marketers and leading agencies. At the other end of the spectrum, the smaller organisations are under immense, experiencing very different versions of marketing practice and applicability of marketing theory (Hyde, 2017). Academic observations of the current state of marketing practice within NPOs, across this spectrum tend to focus on one specific issue such as re-branding (Lee, 2016), measurement (Sarstedt & Schloderer, 2010) or internal brand infrastructure (Chapleo, 2015), rather than a holistic view of marketing practice (Tapp, 1996). Here an opportunity emerges, not only to understand the contemporary picture of marketing practice within NPOs across the spectrum, but also to question or validate the use of for-profit marketing theory within this context. Secondly, this debate comes at a time of significant marketing practitioner challenges within the non-profit context. Whether that is capability to manage reputation scandals (Oxfam, Save the Children), issues around head office costs and CEO pay, or defend use of fundraising tools such as unsolicited direct mail (Olive Cook, RNLI) and street fundraising (chugging). The time feels right to understand which for-profit marketing theories and practices are being used, and explore whether they are effective given the distinct characteristics and challenges facing the sector.

Using the "Fish-bowl" technique (McGuire, Taylor, Broome, Blau, & Abbott, 1986; Miller & Benz, 2008), a core of non-profit marketing academics will be invited to share their thoughts on the issue with a core of marketing practitioners (max 6, invited as guests for the workshop), to debate the issues. The wider audience are invited to comment on their observations of the discussion.

Embedding Employability into the Marketing Curriculum: Rethinking Traditional Approaches

Workshop convener: Laura M. Chamberlain (Warwick Business School)

Given the increased importance of metrics such as graduate employment (e.g. for TEF) student employability has become a buzzword in Higher Education. The HEA have developed "The Embedding Employability in Higher Education Framework" (Norton, 2016) which is a non-prescriptive model that can be adapted to HEIs. Research is also examining a range of related topics from the nature of employability skills (Griffiths et al, 2018), how to embed employability behaviours in courses (Graham, 2017) to the introduction of action learning into curricula to increase employability (Groves et al, 2018).
This workshop will consider the discipline specific skills future Marketing leaders require. Results from ongoing research will be presented to outline the range of core competencies and skills required in the marketing industry. For example, the generation of customer insight data, advanced data analysis to make strategic decisions, "winning business" through pitching, and the development of effective marketing communications.

A practical and discursive approach will then be taken to examine how Marketing scholars can embed the development of discipline specific employability skills into their pedagogic practice. This will range from the development of learning outcomes, teaching activities and innovations in assessment.

The objective of this workshop is to bring together a group of academics who are interested in furthering the understanding of discipline specific employability skills, rethinking approaches to addressing employability in the Marketing curriculum and highlighting practical means of achieving this, to share and advance knowledge and best practice.

Submissions are welcomed that outline approaches taken to embedding employability skills into pedagogic practice or innovations that move away from traditional approaches to assessment and learning that enhance employability. Submissions should be short notes (maximum four pages), that discuss key issues and/or showcase best practice.

Enquiries regarding the workshop should be directed to Laura Chamberlain:
Laura.Chamberlain@wbs.ac.uk

Graham, D. (2017). Embedding employability behaviours. *Journal of Work-Applied Management, 9*(1), 35-50,

Griffiths, D. A., Inman, M., Rojas, H., & Williams, K. (2018). Transitioning student identity and sense of place: future possibilities for assessment and development of student employability skills. *Studies in Higher Education, 43*(5), 891-913.

Groves, C. J., Orbaek White, G. D., Panya, F., & Stewart, J. (2018). Can business schools increase student employability by embedding action learning into undergraduate management education? An account of practice. *Action Learning: Research and Practice, 15*(3), 258-266.

Norton, S. (2016) The Embedding Employability in Higher Education Framework Higher Education Academy
https://www.heacademy.ac.uk/system/files/downloads/employability_viewpoint_july16_1.pdf

Presenting Life Differently: How to perform Post-Representational Perspectives into marketing practice

Workshop conveners: Jack Coffin (University of Manchester, UK) & Tim Hill (University of Bath, UK)

Recently some marketing and consumer researchers have tired of the traditional techniques used to collect data, develop theory, and disseminate ideas, turning instead to the scholarly sensibilities of non-representational theory (Thrift, 1996, 2005, 2008) and other post-representational perspectives like actor-network theory (Latour, 2005; Bajde, 2013; Bettany, 2007) and other assemblage approaches (Deleuze and Guattari, 1987; Canniford and Bajde, 2015). A small but significant stream of research has followed the clarion call by Hill et al. (2014) for more non-representational marketing theory. Our epistemological culture has been expanded and enriched by explorations of spatialised smells (Canniford et al. 2017; Henshaw et al. 2016), atmospheric affects (Hill, 2015), and territorial negotiations (Cheetham et al. 2018). However, these ecumenical epistemological enquiries are always translated into the textual template of the academic paper or book chapter, verbal and visual vehicles of representation that lose something of life's multi-sensorial, embodied, and situated character.

 Researchers have experimented with poetry, videography, and short stories as ways to circumvent these constrictions in order to communicate their cultural and conceptual contributions more comprehensively and creatively. Less has been written about *presentations*, despite these being pervasive practices within the academic assemblage and beyond. Conferences and curricula are pervaded by presentations as *the* predominant procedure through which knowledge is percolated and (re)produced. In some ways presentations are more post-representational than articles or book chapters, insofar as they are ensembles of situated embodiments which, at their most engaging, are atmospheric and affective.

However, presentations generally rely on the verbal and the visual as vectors of intellectual intercourse and take on their linguistic limitations. The ontological and epistemological politics of the presentation is important to interrogate because it is also a popular practice amongst marketing practitioners. Reassembling the presentation becomes an increasingly important task as the logics of marketing spread beyond profit-seeking businesses to charities, politics, and other cultural circuits of knowledge distribution

 This workshop seeks to challenge the presentation format but also to celebrate its potential for promoting, promulgating, and performing post-representational perspectives in marketing theory and practice. It asks: how might presentations be done differently? We seek suggestions for creative configurations of presentational praxis within (or beyond) the walls of the workshop. Walking tours are welcome, while samples of smells may take the audience far from the here and now, as might virtual reality headsets. Embodied knowledge might be generated with role-play or immersive theatre, through touching textures from the ethnographic field, or inviting interaction through gamification.

This workshop is formulated as a forum to discuss, develop, and demonstrate alternative modes of dissemination. As such, it seeks to trouble the typical template of a didactic presentation followed by questions and answers. Instead, each of the participants will each demonstrate their idea to the workshop audience for no more than 5 minutes, followed by an extended period of discussion about how it might be developed and deployed within our existing epistemic cultures.

Envisioning Responsibility in Marketing and Consumption

Workshop conveners: Caroline Moraes, Isabelle Szmigin and Mike Saren (University of Birmingham)

Issues of ethics and responsibility in marketing and consumption have received growing research attention over the past 15 years. This growth in scholarship has been driven in part by the array of marketing and consumption practices that can affect society and our natural environment negatively. Companies' marketing actions are increasingly visible online, and their operating environments are ever more complex and dynamic. Citizens are similarly challenged in their attempts to act responsibility as consumers, given the inevitable trade-offs and potentially irresolvable paradoxes in (digital) consumer culture and market economies. These complexities defy static notions of what is ethical as well as ideas of social and environmental responsibility in the marketplace, making ethical decision-making in marketing and consumption a difficult task.

Further, the increasing body of research in this field reflects the plethora of theoretical perspectives and topical areas covered. From 'ethical' to 'social,' 'green,' 'sustainable,' 'conscientious,' 'spiritual' and 'responsible,' we suggest current scholarship in the field speaks to the responsibilities of marketing, marketers, consumers and other actors in the marketing process. Consequently, we see responsible marketing as a broad term, involving diverse scholarship and practices that examine the responsibilities of organisations, practitioners, consumers and the various stakeholder groups that affect, and are affected by, marketing.

Further understanding of responsible marketing and consumption is needed, not only from descriptive and normative perspectives but also in terms of *how* we might be able to enact change towards more responsible marketing and consumption to respond positively to pressing ethical and sustainability issues. The 'how' of responsible marketing and consumption might require different sets of questions, theories and methods.

The aim of this workshop is to provide a collective forum for researchers working in this broad field, by bringing together diverse methodological, theoretical and practical approaches to conceptualising and examining responsible marketing and consumption. Interdisciplinary approaches to the field are particularly welcome.

Submissions should clearly engage with the theme of responsible marketing and/or consumption. In doing so, authors may want to address the following questions:

- How can we conceptualise and move the field of responsible marketing and consumption forward?
- What key methodological and/or theoretical approaches can help us develop the field further?
- What are the current issues in the field requiring further research and theorisation?

Submissions should not exceed four pages, excluding references. 12-15 authors will be selected to participate in the workshop based on their submissions. Paper submissions will be used for developing workshop activities. They will also be shared with workshop participants for reading in advance of the workshop.

Please send any pre-submission queries to:
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Understanding the Visual in Marketing and Consumer Research

Workshop conveners: Finola Kerrigan (University of Birmingham), Natalia Yannopoulou (Newcastle University)

The visual has always been significant in marketing and consumer research, from advertising, to packaging, to product design, the visual has been a key element of the marketing offering. Understanding the visual elements of marketing and consumer research requires different research questions, different theorization and different methods to a textually underpinned approach. Latterly, there has been an increase in focus on digital marketing and social media, where again, text based approaches dominate discussions and research applications. However, with the prevalence of visual imagery in this space, more thinking around the application of visual research methods to understanding the visual are required. Following on from a very successful workshop last year, the purpose of this workshop is to bring together those who are working with the visual, as a form of data, a methodological approach or a way of communicating research output in order to identify key approaches as well as challenges facing those committed to foregrounding the visual in their research. We particularly welcome those from outside the field of marketing to attend as visual research benefit greatly from interdisciplinary approaches.

Submissions (maximum four pages, excluding references) should clearly engage with the visual as a form of data, a methodological approach or a way of presenting the outcome of research and in doing so, should address the following questions?

- What importance does the visual have in your own research?
- What key methodological or theoretical approaches underpin your research practice?
- What problems have you faced in your visual work?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend.

Pre-submission queries can be sent to
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Natalia Yannopoulou natalia.yannopoulou@ncl.ac.uk

Methodological Challenges when Conducting Consumer Research with Social Impact (CRSI)

Workshop conveners: Emma Banister (Alliance Manchester Business School), Kathy Hamilton (Strathclyde Business School), Maria Piacentini (Lancaster University Management School)

This workshop builds on a successful workshop focused on Consumer Research with Social Impact (CRSI) at AM 2018. That workshop demonstrated academy members' enthusiasm for socially impactful work and attracted contributors working on diverse yet complementary projects. As a fact finding exercise, last year's workshop identified the diversity of methodological approaches within the academy and also accompanying challenges associated with consumer researchers working on socially impactful work. This workshop aims to build on these emergent discussions and conversations, and in particular focusing on the challenges and opportunities of conducting data collection in CRSI.

Crockett et al. (2013) remind us that researchers conducting transformative consumer research should "[g]et creative, up close, and personal." Many scholars have taken up this challenge and recent CRSI studies have drawn on a range of innovative methodologies that allow us to understand the lived experience of consumers. For example, studies have drawn on autobiographical analysis (O'Donohoe, 2016), poetry (Downey, 2016), action research (Hill et al. 2016), media analysis (Coleman 2016) and videography (Caldwell and Henry, 2009), to name a few. Others have explored the need to access and develop meaningful relationships with social change organisations outside academia (e.g. third-sector) and develop methodologies which are familiar (or at least acceptable) to their needs (Piacentini et al. forthcoming). These approaches bring various data collection issues related to vulnerability, confidentiality, unfamiliarity and so forth.

The workshop offers scope to establish and explore a number of methodological issues relevant to CRSI, which might include, but are not restricted to, the following:

- What particular methodological challenges are experienced by marketing academics pursuing socially impactful consumer research?
- Are there particular methodologies and methodological innovations that lend themselves to consumer research with social impact?
- Are there particular issues with framing and representing research that is socially impactful?
- Are there potential tensions between the types of methodologies that might work for socially impactful research and the approaches valued elsewhere (e.g. academic journals; third sector or other stakeholders)? How can these tensions be resolved?

Format of workshop
Our preferred format for this workshop will be to include high quality expressions of interest up to a maximum of eight contributors. This maximum is in order to get the most out of the workshop itself and the intended pre/post workshop collaboration. Successful applicants will be asked to do some pre-work in preparation for the workshop. Materials will be circulated amongst the contributors and the emphasis of the workshop itself will be on discussion, following brief presentations from each of the contributors. The remaining time will be used to develop a focused set of discussion points to explore possibilities for ongoing collaborations

Submission
Submissions should be a maximum of 5 pages long. They should include a summary of participants CRSI project(s) followed by a discussion of the methodological challenges and opportunities the contributor foresees in pursuing their CRSI work. Contributors can incorporate some of the suggestions we have included above and we would also be interested in additional challenges, themes to develop and explore during the pre-work and workshop itself.

References

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Downey, H. (2016), 'Poetic inquiry, consumer vulnerability: realities or quadriplegia', *Journal of Marketing Management*, 32, (3-4), pp. 357-364.

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O'Donohoe, S. (2016), 'Consuming Childhood Grief'. In K. Hamilton, S. Dunnett and M. Piacentini (eds.), *Consumer Vulnerability: Conditions, Contexts and Characteristics*, London: Routledge, pp. 89-102.

Piacentini, M. G., Dunnett, S., Hamilton, K., Banister, E., Gorge, H., Kaufman-Scarborough, C., and Nairn, A. (forthcoming) "Exploring the Relations in Relational Engagement: Addressing Barriers to Transformative Consumer Research", *Journal of Business Research*.

The Virtual International Classroom – Linking Marketing Students at Different Universities in Different Countries

Workshop convener: Al Marshall, (Australian Catholic University, Sydney, Australia)

Definition wise, put succinctly, a 'Virtual International Classroom' is where teams of marketing students at one university partner with teams of marketing students at another university in another country to work on a common marketing assignment. It can also extend to the lecturers partnering through the sharing and delivery of marketing materials to each university, via a range of technologies.

The greatest fit such 'Virtual Classrooms' have with undergraduate and postgraduate marketing courses is with ones that have an international or cross cultural focus, or where an assignment item can be internationalized. Courses like International Marketing, Cross Cultural Marketing, Global Advertising and Comparative Consumer Behaviour are ideal. Other courses like Marketing Management and Marketing Communications can work on international brands and comparative communications.

The facilitator of this workshop has been designing, and running Virtual International Classrooms with marketing partners at an Indonesian and three American universities since 2016. He recently won his university's Annual Postgraduate Teaching Excellence Award for his work on Virtual Classrooms.

Such classrooms are part of the effort by marketing schools and faculties in universities around the world to internationalise their curriculum content and assessments, and to further use technology in their delivery of educational services. The workshop aims to:

- Explain the rationale behind Virtual International Classrooms in marketing
- Explain how other universities can be approached to get their involvement
- Outline the fundamentals of Virtual Classroom design in marketing
- Invite the audience to brain storm ideas for marketing collaboration with assignments
- Get the audience to share their Virtual Classroom ideas with all the workshop participants
- Provide two case studies on Virtual Classroom projects (design, facilitation, outcomes)
- Describe the challenges in design and facilitation, with specific examples given
- Invite the workshop participants to conceptualise potential challenges with their ideas
- Discuss the outcomes of Virtual Classrooms in marketing for students, staff and partnerships

Immersive Storytelling and Experiential Marketing

Workshop Conveners: Chloe Preece (Royal Holloway), Rohit Talwar (Southbank University)

"No tale, no sale" Patterson and Brown (2005) proclaim. Storytelling is acknowledged to be at the heart of marketing; marketers have been spinning yarns to enchant, surprise or shock consumers since time immemorial. Recent developments and technologies allow these stories to be told in new and complex ways, fuelled by immersive technologies such as virtual, augmented and mixed reality, data-driven personalisation, smart devices and AI alongside evolutions in contemporary screen form which engage consumers in novel experiences (Carah, 2017; Farshid et al. 2018). Although this new marketing orientation focused on experiential aspects of brand narratives is widely agreed to represent the future of marketing (Pine & Gilmore, 1998; Poulsson & Kale, 2004; Schmitt, 1999; Tynan & McKechnie, 2009), it is still not fully comprehended and research from marketing scholars remains scarce. As such, it requires a more diverse range of research perspectives. The rapid adoption of these trends, both in and outside of retail contexts, requires clarification of their effects, both positive and negative.

The purpose of this workshop is to energise the discussion around the intersections between immersive technologies and storytelling in marketing. We particularly welcome interdisciplinary approaches. Submissions (maximum five pages, excluding references) should clearly engage with immersive experiences and in doing so, should address the following questions:

- What should marketers consider when designing immersive experiences?
- How, when, and where should they co-produce these experiences with consumers?
- How do new immersive technologies (such as VR) transform the way consumers engage in shopping and brand activities?
- What can we learn from more traditional immersive experiences such as theatre or gaming?
- How can immersive technologies craft compelling experiences that tell brand narratives, create value, and engage consumers?
- What stories can be told through immersive technologies? What are the marketing applications of these immersive technologies in fields such as entertainment, tourism, not-for-profit?
- What key methodological or theoretical approaches can we take to research these new consumer experiences?
- What are the darker implications of these technologies and the stories they can tell?

12-15 participants will be selected to participate in the workshop as a result of the submissions received. The submissions will be used as the basis for developing workshop activities and papers will be circulated in advance for those attending to read in preparing to attend. Contributions from immersive producers/creators will provide further understanding of the potential of these new technologies as well as their limitations.

Pre-submission queries can be sent to:
Chloe Preece chloe.preece@royalholloway.ac.uk

References:
Carah, N. (2017). Algorithmic brands: A decade of brand experiments with mobile and social media. *New Media & Society*, *19*(3), 384-400.
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Places of Consumer Activism

Workshop conveners: Vera Hoelscher (Sotheby's Institute of Art) and Andreas Chatzidakis (Royal Holloway, University of London)

The last decades have seen an increasing emphasis on space and place as both a mediator and a method of collective consumer activism (Hoelscher & Chatzidakis, 2018). Lefebvre (1991) talks of "the right to the city", Harvey (2012) of rebel cities, and Gibson-Graham (1996) propose alternative spaces of collective action that are outside of capitalism as we know it. Further, there is an increasing number of empirical studies that centre on place as the pivot for consumer activism. Chatzidakis et al. (2012) consider consumer activism as essentially spatialised. Studies into time banking (Seyfang, 2004) and alternative currencies (North, 2014) illustrate the importance of shared place for mediating these practices of consumer resistance. Hoelscher (2018) explores the interconnections of digital with physical spaces, both in terms of their affordances and as qualitatively different contexts of collective action.
The aim of this workshop is to creatively expand on different notions of space and place and their intersections with consumer activism. We invite engagements with new ideas, new contexts and new (both bottom-up and top-down) policy implications.

We welcome submissions (max. four pages, excluding references) that discuss your research in relation to place/space concepts and consumer activism. Key issues may include, but are not limited to:

- How do notions of place and space inform your research on consumer activism?
- How can we further conceptualise the inter-relationships between online and offline spaces and places?
- New consumer movements that engage with spatial/placial politics
- New methods of space and place-mediated consumer activism
- Policy and practical implications for space and place-related activism

10-12 participants will be selected to participate in the workshop and submissions will be used as the basis for developing workshop activities.

Pre-submission queries can be sent to v.hoelscher@sia.edu and andreas.chatzidakis@rhul.ac.uk

References

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A Research Workshop on Advances in Theory and Practice of Digital Marketing, with Special Issue of International Journal of Information Management[1]

Workshop conveners: Yogesh K. Dwivedi, Nripendra P. Rana and Hatice Kizgin (School of Management, Swansea University), and Anabel Gutierrez (Kent Business School, University of Kent)

Rapid emergence and widespread adoption of information and communication technologies (ICTs) and digital media is having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. ICTs and digital media, such as emails, search engines, websites and social media sites, are already being used widely by individuals for a range of activities including searching daily news and updates on critical events; connecting with family and friends; reviewing products, services and places; selling and buying goods; accessing transportation, tourism, and personal financial services; and workplace management (Kapoor et al. 2017). Furthermore, radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices (Dwivedi et al. 2015; Kapoor et al. 2017).

Technological advancement has resulted in evolution of consumer behaviour through "digital metamorphosis" leading to the formation of "Digital Consumer Culture", which is a novel and largely unexplored area presenting fertile ground for academics, researchers, and practitioners interested in understanding this unfolding phenomenon. This research workshop aims to bring together a variety of disciplines and a scholarly community for the advancement of knowledge regarding practice and research related to digital and social media marketing. To achieve this goal, systematic literature reviews leading to theory development and empirical papers employing quantitative, qualitative, and/or critical methods are welcomed. Consideration will be given to submissions focusing on digital marketing specific theory building/development, measurement development and validation, and testing of existing marketing and information systems theories and models for evaluating their suitability for extending knowledge in this emerging academic domain.

The submissions should clearly articulate the research problem; specify aims and objectives; and present a succinct literature review, theoretical framework, methodology, main findings, key theoretical contributions and implications to digital marketing practice, conclusions and key references. Feedback on suitability and rigor will be provided during the workshop. At least one author from each submission is expected to attend the workshop to present and receive feedback.

This workshop will select five papers for presentation and discussion. Each paper will be provided 30 minutes that will include 15 minutes for presentation and 15 minutes for discussion and feedback. Also, authors of all accepted papers would be provided with all five submissions in advance for reading in order

to allow them to contribute to discussion and feedback process. Extended version of accepted papers would be invited for submission to *International Journal of Information Management*.

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[1]   https://www.journals.elsevier.com/international-journal-of-information-management