

'When you tire of marketing you tire of life'

**AM Conference 2019
Regent's University London, 2-4 July 2019**

Call for Papers and Submission Guidelines

This document contains the following information:

1. Key Dates
2. Conference Theme
3. Conference Tracks
4. Submission Guidelines
5. Terms and Conditions

1. Key Dates

Please note the following key dates:

- **28 January 2019** **Midnight GMT - Final Closing date for submission** of conference (competitive, working & workshop) and doctoral colloquium papers
- **4 March 2019** Closing date for submission of Special Session Proposals
- **15 April 2019** Paper acceptance confirmed
- **22 April 2019** Doctoral Bursary application deadline
- **29 April 2019** Revised Paper deadline
- **6 May 2019** Early Bird Registration closing date
- **3 June 2019** **Final registration date for conference for all presenting authors**
- **1 July 2019** Doctoral Colloquium 2019
- **2-4 July 2019** AM Conference 2019

Final Deadline for submission is midnight GMT 28 January 2019

Conference contact email address: AM2019@regents.ac.uk

2. Conference Theme – 'When you tire of marketing you tire of life'

Marketing is, in the eyes of many in society, the driving force for growth and change in our world. Despite this, marketers are the first to be maligned when things seem to go wrong. Marketing is, in some quarters, almost a term of abuse. It is our responsibility to ensure we never tire of promoting the good that honest marketing brings. This sometimes means challenging decisions made by others in the organisation. We welcome **insightful theoretic concepts, and practical contributions** that will be able to provide an understanding for marketing policy makers, and society at large.

3. Conference Tracks

Please find below the range of conference tracks where you should seek to place your paper.

- **Arts and Heritage**
- **Brand, Identity and Corporate Reputation**
- **Consumer Culture Theory**
- **Consumer Research**
- **Critical Marketing**
- **E-Marketing and Digital Marketing**
- **Entrepreneurial and Small Business Marketing**
- **Fashion Marketing and Consumption**
- **International Marketing**
- **Making Markets**
- **Marketing Education**
- **Marketing of Higher Education**
- **Non-Profit and Social Marketing**
- **Political Marketing**
- **Retail Marketing**
- **Services and Customer Relationship Marketing**
- **Strategic Marketing**
- **Sustainability and Ethics**
- **Tourism and Place Marketing**

4. Guidelines for Conference Submissions

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 1 July** immediately prior to the Academy of Marketing 2019 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.

A limited number of Bursaries will be available to assist full-time Doctoral Students to attend the Doctoral Colloquium at AM2019. Authors of papers accepted for the AM2019 Doctoral Colloquium will be contacted with details on how to apply for a Bursary.

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
 - When is the intended submission date for the PhD?
 - What methodological approach is being used?
 - How does the research have the potential for impact?
- Please see the **General Guidelines for All Papers** for detailed formatting instructions.

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 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). You will be asked to clearly identify which aspect (s) of this paper remain a work in progress (e.g. conceptualisation, data collection, data analysis, conclusion)
- 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 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.

Competitive Workshops

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)

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. We ask for outline proposals for special sessions to be submitted by **14 January 2019**, but will ask for final proposals by **4 March 2019**. These should be emailed to AM2019@regents.ac.uk The 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

File type: All papers, title pages and reference pages must be submitted as **Word documents**

All papers must be submitted online via the AM 2019 website. Papers must adhere to the page limits given in the Call for Papers.

A link to the online paper submission system will be provided from the main conference website:
<https://www.academyofmarketing.org/conference/conference-2019/>

Format

There is a 6-page format for competitive papers and a 3-page format for working papers:

- A4-page formatted
- 2.5cm margins on all sides
- Single spaced throughout
- 12-point Times Roman font (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

Number of papers

Authors may submit **no more** than 3 papers in total and authors are **not permitted** to submit the same paper to different tracks.

- **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. You can see the full list of Tracks in the earlier section of this document
- **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 email address consistently as this is the only way the system can contact you
- Authors must submit a complete paper for review (6 pages Competitive paper or Doctoral Colloquium / 3 pages Working paper / 4 pages Workshop paper). When making their submission, Authors will be given the option to choose, if their paper is accepted, whether the paper is published in full in the Conference Proceedings, or just the Abstract. Authors of accepted papers will be asked to upload a final version of their paper into the online paper system.

References

Reference pages are additional to the 3/6-page paper count.

References must be presented in **APA (American Psychological Association) Style**. 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** - <https://www.tandfonline.com/toc/rjmm20/current>

http://www.tandf.co.uk/journals/authors/style/reference/tf_APA.pdf

In text references:

References are cited in the text in alphabetical order, separated by a semi-colon.

"Recent work (Other & North, 2010; South, 2012)..." or "Recently, Jenkins (2012) has stated ...".

Journal Article:

Other, A.N. & South, A.B. (2010). The Future of Academic Marketing Research within the Broader Business and Management Agenda. *Journal of Marketing Management*, 65, 579-595.

Book:

Jenkins, S., Lloyd, G. & Jones, T. (2012). *Marketing Relevance*. London: Sage.

Contributions in books, proceedings etc.:

Richards, A. (2011). Marketing Research: Impact and Influence on Practice. In Jenkins, S., Lloyd, G. & Jones, T. (Eds.), *Marketing Relevance* (pp.240-256). London: Sage.

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 DO 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*.

5. Terms and Conditions

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM 2019 Conference:

1. The final deadline for submission of papers is **Midnight GMT 28 January 2019**. 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, workshop 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 2019 Conference Chair 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 2019 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 2019 Conference and pay the registration fee by the required date (**Monday 3 June 2019**), or their paper will be withdrawn.
7. Successfully refereed papers will be published in the Academy of Marketing (AM) 2019 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 the Regent's University London 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.

Copyright in the Conference Proceedings as a whole is with the Academy of Marketing. Authors retain the rights to their individual papers included in the proceedings, and by submitting their work for presentation at the Conference, authors grant a royalty-free, non-exclusive licence to the Academy of Marketing to reproduce the Contribution throughout the world in all forms (present, future and contingent, and including all renewals, extensions, revivals and all accrued rights of action).

The Academy of Marketing will have the right, where we consider it necessary, to revise, edit, amend and correct the Contribution in the interests of the relevance, consistency and quality of the style and content of the Proceedings as a whole. The Academy of Marketing will have the right to decline to publish the Contribution if, for any reason, it fails to meet with our full satisfaction.

The Academy of Marketing, Regent's University London, their publisher and staff take no responsibility and accept no liability whatsoever for the accuracy, impact, or consequences of any paper published in the conference proceedings, whether refereed or not. Papers reflect the authors' opinions, not those of the Academy of Marketing, Regent's University London, their publisher, or their staff.