

**REFRAMING MARKETING PRIORITIES****Call for Workshop Proposals – Deadline Noon GMT, 27th January 2021**

For the first time our 2021 Academy of Marketing Annual Conference will take the form of a virtual, online event. We are looking forward to the new opportunities this format will allow to welcome participants into our community. We intend to return to an in-person face-to-face format at the University of Huddersfield in 2022.

As we all negotiate our way through the challenges of the current external environment our Annual Conference will consider how Marketing can play its part in helping to shape how we engage with economic, social, political and cultural change. 2020 has been a defining year in so many ways; our 2021 conference theme reflects the need to refocus and address how we as marketing academics, teachers and practitioners can ‘Reframe Marketing Priorities’ in response to such change.

We invite colleagues to explore the crucial issues of change, responses to change and reflection on change that help reframe marketing priorities. We propose to achieve this through workshops that can interrogate these important issues. We are asking:

- What are the Marketing Priorities that are most impacted by current conditions?
- How do we reframe these priorities theoretically?
- How is what and how we teach impacted?
- What methodological advances and innovations help us to answer these questions?

The AM2021 Conference has secured Special Issues of *Journal of Marketing Management* and *European Journal of Marketing*. Authors with papers accepted for Workshops will be invited to submit a detailed Expression of Interest submission after the Conference if they wish to be considered for these publication opportunities.

We would now like to invite expressions of interest from individuals or teams to host a Virtual Workshop at the AM2021 Annual Conference.

Previous workshop themes have ranged from AI in marketing, to sustainability, gender, space and place, as well as consumer research with societal impact. Methods-based workshops have also been successful, focusing on topics such as ethnography, visual methods, and quantitative research. We have also supported excellent pedagogical workshops covering themes such as student engagement, and the role of social media in cohort identity. Those proposing to host workshops for AM2021 may wish to build on some of the themes explored through previous workshops, as well as propose completely new themes and issues for discussion. An indicative list of Workshop Proposals already accepted is at the end of this document. **Please note that the Workshops will run for 1 and a half hours each on 3 broadly themed days:**

- Monday 5th July **Focus on Teaching**
- Tuesday 6th July **Focus on Research**
- Wednesday 7th July **Reflections on Society**

There are 3 types of Workshop possible:

1 Closed Workshops

These are only open to people who submit, and have accepted, a Competitive Short Paper. These small group workshops may be run in a number of ways, for example, all participants read the papers in advance and then have a round table discussion / groups may be established around themes to break-out and engage in dialogue on a suggested theme / a dialogical approach may be taken / a limited workshop could be run on some technical basis, e.g. videography. The idea is to establish networks and potentially produce collaborative work.

2 Open Workshops

As above, these invite submissions of Competitive Short Papers. Those accepted can take an active part in the Workshop. The Workshop will also be open to other Conference Delegates to observe the activities. Observers would only be able to submit written questions during the Workshop for the Workshop participants to address in a final Q&A session.

NOTE: Workshop convenors are responsible for the format of their own workshop. If they wish to suggest a different model for their workshop this should be done in the proposal.

Competitive Short Papers will be a maximum of 500 words long (excluding references). **These will not be presented in the traditional way during the workshops;** rather, attendees will be given access to the abstracts for their chosen workshop in advance of the conference and those abstracts will form the basis of the activities during the workshop as advanced by the workshop leaders. Abstracts should be submitted through the online Conference paper submission system via the link at the Conference website.

3 Webinars

These are open to any delegate to choose to attend. Whilst similar to what was formerly known as a 'Special Session', these should be run on an interactive basis to include all participants. These may include guest speakers, but could also encompass formats such as debates, interviews, etc. This type of workshop would be especially appropriate for proposals related to research or teaching practice. No submission of papers is required.

All workshop proposals therefore should:

- address a cutting-edge theoretical, methodological or pedagogical issue in marketing
- indicate which day it is intended for
- include full details of the Proposed Workshop Convenors
- be a maximum of one A4 page in length, 12-point Times New Roman font.
- **Proposals for Submission Based Workshops:** identify the preferred format for submissions that will form the basis of the activities during a 90 minute workshop – e.g. should the Short Papers be a statement of Research Interest, or a precis of actual work in progress? Convenors for Submission Only Workshops will have to nominate one person to liaise with the Academy to manage the acceptance of papers. Papers will not require double blind peer review, but Workshop Convenors should provide a short paragraph of feedback for each submission, which they will need to enter into the online system.
- **Proposals for Webinars:** provide a provisional programme of the planned activities, e.g. naming any panel members or guest speakers.

A limited number of Workshops are available. The final deadline for submission of workshop proposals is Noon GMT on Monday 27th January 2021 to admin@academyofmarketing.org Early submission of proposals is encouraged as each proposal will be assessed as soon as it is submitted and successful proposals will be immediately announced on the Conference website. Workshop Convenors should also invite their networks to submit to their workshops.

The Online Paper Submission System will be open for submissions from 1 February to 15 March 2021.

All questions or queries on the Conference Workshops should be directed to the AM Admin Office in the first instance, admin@academyofmarketing.org

An indicative list of Workshop Proposals already accepted is below:

- Creating and delivering digital, innovative and authentic assessments
- Embedding sustainability and responsibility into the marketing curriculum
- Marketing Skill Development for Students and Professionals [WEBINAR]
- Publication Ethics: Identifying and Responding to Perceived Ethics Issues [WEBINAR]
- Harnessing the Power of Word-of-Mouth
- Weaving Connections: Advancing Theoretical Insights into Gift Giving in the 2020s
- Identifying the Not-for-Profit Marketing Visionaries
- Engaging with Communities and Practitioners for Consumer Research with Social Impact
- Searching for the new 'normal' – Sustainability Consumption Discourse
- Reframing our Priorities: Understanding and Tackling Consumption Insecurities