

Marketing: The Fabric of Life



AM2022 Conference, Hosted by University of Huddersfield, 5-7 July 2022

Conference Chairs: Stuart Roper & Claire McCamley

Call for Papers and Submission Guidelines

The theme of the Academy of Marketing Conference 2022 is '**Marketing: The Fabric of Life**', which encourages marketing scholars to explore and examine the threads of marketing theory; the interwoven patterns which contribute to the ever-evolving tapestry that is Marketing. We call for papers which challenge and develop marketing theory through a range of methods, techniques, and approaches. We welcome **Competitive Short Papers** which focus on a range of methodological, pedagogical and impactful issues, including more traditional aspects of marketing research. Papers can be submitted to take part in one of the interactive **Workshops** or for **Oral Presentation** in themed sessions.

Workshops

The conference will be hosting a range of Workshops focusing on several diverse and contemporary areas of marketing theory including:

- AI in Marketing
- Navigating The Metaverse: Challenges & Opportunities Concerning Digital Marketing & Immersive Technologies
- The Impact of Social Media Influencers on Consumers, Businesses and Society
- Consumer-Brand Power Dynamics & Collective Wellbeing
- The rising tide of brand intangibles and the future of brand authenticity research
- Consumption Insights on Human-Nature Entanglements
- Hard times: rough threads woven through the fabric of life
- Issues of Responsibility in the Fabric of Sustainable Consumption
- Inclusive Marketing
- Marketplace Access
- The issue: post-Covid place marketing
- Reclaiming Artistic Imaginaries: Lessons Learnt and Future Endeavours
- Threading innovative pedagogy through the fabric of marketing education to embrace the post-COVID-19 workplace
- Values-Centred Pedagogies for Sustainable Marketing Education
- Marketing with Social Impact
- Creative Qualitative Methodologies

Full details of these Workshops will be available at the Conference website, and authors should consult the requirements of their preferred Workshop(s) prior to submission.

Oral Presentation

In addition to the Workshops, we encourage the submission of Competitive Short Papers on any area of marketing and consumer behaviour which will each be delivered in a **20-minute oral presentation** at the Conference in themed sessions.

Key Dates

Please note the following key dates:

- **10th January 2022** Closing date for submissions
- **4th April 2022** Paper acceptance confirmed
- **4th April 2022** Registration opens
- **20th May 2022** Early Bird rate deadline
- **3rd June 2022** Final registration date (or papers withdrawn)
- **5th-7th July 2022** Academy of Marketing Conference

Final Deadline for Submission: Midnight GMT 10th January 2022

Contact email address: amconference2022@hud.ac.uk

Guidelines for Submissions

All papers must be submitted online via the AM 2022 website. These must be:

- Original;
- A **maximum of 500 words long** (excluding references). *Please note that the text of the paper must be copied and pasted into the online submission system, which will limit the number of words to this maximum. Figures should not be included in short paper submissions.*
- Papers accepted for Oral Presentation will be delivered as a 20-minute presentation as part of a themed session. Workshops will be run to the format specified by the Workshop Convenors.
- Authors should ensure that their names or any other author-identifying information are not included in the text of the paper.
- Authors will be asked to provide additional information as part of their submission to clarify the stage of their research e.g. conceptualisation, methodological development, data collection, data analysis, theoretical development, or if their competitive short paper is a summary of a full completed paper.
- Authors will be asked to provide keywords for their submission.

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 Workshops and for Oral Presentation.

References

References are additional to the 500-word count, and will be uploaded in a separate field in the submission system. References must be presented in **APA 7 (American Psychological Association) Style**.

For all submissions

- The details of all authors must be entered into the online system. Communication will only be with the submitting author. 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.
- Please indicate if the submitting author is a PhD Student.
- The submitting author will be asked to warrant that they have the authority of their co-author(s) to submit the paper/e-poster, and that they have read and agree to the Conference Terms and Conditions, available in this document.
- Submissions will be reviewed, and feedback provided to author(s).

Terms and Conditions

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM 2022 Conference:

1. The deadline for submission of papers is **Midnight GMT 10 January 2022**. All papers will be independently reviewed. Authors should ensure that their names or any author-identifying information are not included in the text of their submission. The language of the conference is English and all papers should be in English.
2. All papers submitted 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 2022 Conference Chairs in relation to the acceptance of the papers is final.
4. Authors will be notified of acceptance or rejection and provided with feedback as soon as the review process has been completed.
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 represented by an author/co-author will not be published in the Conference Proceedings.
6. All attendant presenters must register for the AM 2022 Conference and pay the registration fee by the required date (3 June 2022) or their paper will be withdrawn.
7. Successfully refereed papers will be published in the Academy of Marketing (AM) 2022 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.

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.

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