CALL FOR PAPERS

2017 Academy of Marketing Science World Marketing Congress
June 27 – July 1, 2017
University of Canterbury
Christchurch, New Zealand

Submission deadline: October 1, 2016
Marketing Transformation - Marketing Practice in an Ever Changing World

Conference Program Co-Chairs:

Paul W. Ballantine  Lucie K. Ozanne  Ekant Veer
University of Canterbury  University of Canterbury  University of Canterbury
Christchurch, New Zealand  Christchurch, New Zealand  Christchurch, New Zealand
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Heraclitus's statement that ‘Change is the only constant’ lies at the heart of this year’s theme. We encourage submissions that look to further our understanding of transformation in all its forms. From whether there is a need for transformation in our field; what methodological transformations are necessary; historical looks at how the field has transformed and continues to transform; how learning institutes are transforming and how marketing theory, practice, consumption practices and people are transforming as the world continues to change. It is by understanding changes and transformations that we seek to have better knowledge of both where we currently are as a discipline but also where we are headed.

The co-chairs of the 20th AMS World Marketing Congress invite scholars across all disciplines within marketing and related fields to question the validity of accepted managerial practices, theories, and methods in this new context. In particular, they would like to challenge their scholarly colleagues to ponder the need and drivers of transformation in our field. Further, we invite colleagues to submit their theoretical work, research results and suggestions for special sessions across the range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

THE CONGRESS
The 20th AMS World Marketing Congress will take place at the University of Canterbury campus. Located in 87 hectares of park-like surroundings, the University of Canterbury offers a spacious, relaxed setting within which to work and associate. The congress will consist of presentations of peer-reviewed papers, special sessions, and panel discussions. To participate, submit competitive papers or special session proposals (electronically) using the electronic conference management system for the appropriate track chair. Papers will be subjected to formal double blind peer review. Papers or special session proposals may be submitted to only one track.

We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.

For further information, see the Congress home page:

For detailed information on preparing your submission, go to:

The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to congress attendees. Please contact any of the program co-chairs with your ideas.

Submissions open until Oct 1, 2016

## TRACKS AND TRACK CHAIRS

1. **Advertising and Integrated Marketing Communications**  
   - David Fortin  
   - University of Canterbury  
   - david.fortin@canterbury.ac.nz

2. **Business-to-Business Marketing**  
   - Adam Rapp  
   - University of Alabama  
   - rappaa@ohio.edu

3. **Consumer Behaviour**  
   - Christina Lee  
   - Monash University  
   - christina.lee@monash.edu

4. **Digital, Mobile, and Social Media Marketing**  
   - Margo Buchanan-Oliver  
   - University of Auckland  
   - m.buchanan-oliver@auckland.ac.nz

5. **Distribution and Supply Chain Management**  
   - Dianne Mollenkopf  
   - University of Tennessee, Knoxville  
   - mollenkopf@utk.edu

6. **Entrepreneurship and Innovation**  
   - Tek Thongpapanl  
   - Brock University  
   - nthongpa@brocku.ca

7. **Ethics, Social Responsibility, and Sustainability**  
   - Marcus Phipps  
   - University of Melbourne  
   - mphipps@unimelb.edu.au

8. **Health and Well-being**  
   - Janet Hoek  
   - University of Otago  
   - janet.hoek@otago.ac.nz

9. **International and Cross-cultural Marketing**  
   - Julie Anne Lee  
   - University of Western Australia  
   - julie.lee@uwa.edu.au

10. **Marketing Education**  
    - Jan Kietzmann  
    - Simon Fraser University  
    - jketzma@sfu.ca

11. **Marketing in the Asia-Pacific Region**  
    - Ian Phau  
    - Curtin University  
    - ian.phau@cbs.curtin.edu.au

12. **Marketing Research: Methods, Measures, Analytics and/or Big Data Research**  
    - Joe Vella  
    - University of Malta  
    - joseph.m.vella@um.edu.mt

13. **Personal Selling and Sales Management**  
    - Bulent Menguc  
    - University of Leeds  
    - b.menguc@leeds.ac.uk

14. **Product and Brand Management**  
    - Charles Blankson  
    - University of North Texas  
    - charles.blankson@unt.edu

15. **Relationship Marketing**  
    - Joerg Finsterwalder  
    - University of Canterbury  
    - joerg.finsterwalder@canterbury.ac.nz

16. **Retailing and Pricing**  
    - Leigh Sparks  
    - University of Stirling  
    - leigh.sparks@stir.ac.uk

17. **Services Marketing**  
    - Phil Klaus  
    - Brunel University  
    - philipp.klaus@brunel.ac.uk

18. **Social and Not-for-Profit Marketing**  
    - Sharyn Rundle-Thiele  
    - Griffith University  
    - s.rundle-thiele@griffith.edu.au

19. **Strategic Marketing**  
    - Sussie Morrish  
    - University of Canterbury  
    - sussie.morriish@canterbury.ac.nz

20. **Travel, Tourism, and Wine Marketing**  
    - Michael Hall  
    - University of Canterbury  
    - michael.hall@canterbury.ac.nz

21. **Doctoral Colloquium**  
    - John B. Ford  
    - Old Dominion University  
    - jford@odu.edu

22. **Special Sessions**  
    - Paul Ballantine  
    - University of Canterbury  
    - paul.ballantine@canterbury.ac.nz

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### TRACKS AND TRACK CHAIRS (continued)

23. **Services Marketing**  
    - Phil Klaus  
    - Brunel University  
    - philipp.klaus@brunel.ac.uk

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    - Sharyn Rundle-Thiele  
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    - s.rundle-thiele@griffith.edu.au

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    - Sussie Morrish  
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