



Academy of Marketing Science

CALL FOR PAPERS

2017 Academy of Marketing Science Annual Conference

Back to the Future: Using Marketing Basics to Provide Customer Value

Coronado Island, California – Hotel del Coronado (<http://hoteldel.com/>)

May 24-26, 2017



Conference Program Co-Chairs:

Narongsak (Tek) Thongpapanl, Brock University, Canada

Kate Pounders, University of Texas at Austin, U.S.A.

Providing customer value. That is the fundamental premise of marketing and will be the focus of this year's conference.

In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media.

Although these advancements offer the promise of enhanced knowledge insights, it is imperative that marketing scholars never lose sight of marketing's basic premise – providing greater levels of customer value – and use these new levels of knowledge to accomplish just that.

This conference emphasizes the necessity of utilizing these advancements in conjunction with sound marketing theory, methods and strategy.

The location of the conference is the grand Hotel del Coronado, a classically historic beachfront hotel in the city of Coronado, just across the San Diego Bay from San Diego. This timeless and celebrated hotel parallels the need for modern market researchers to focus on classic theory, methods and strategy, despite an ever-changing environment.

Annual Conference Home Page: http://www.ams-web.org/event/2017_AMSCoronado

Submission Deadline: **November 11, 2016**



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Program Chairpersons



Narongsak (Tek) Thongpapanl, Ph.D.
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Proceedings Editors

Patricia Rossi (IESEG School of Management) (p.rossi@ieseg.fr)
Nina Krey (Rowan University) (krey@rowan.edu)

Guidelines for Submitting Manuscripts and Special Session Proposals

Instructions: Please submit structured abstracts, competitive papers or special session proposals electronically using the conference management system to the appropriate track chair. It is against AMS policy to submit the same paper or proposal to multiple tracks.

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

All manuscripts and special session proposals are to be submitted using a pdf document via the on-line submission process at the following website:

<https://easychair.org/conferences/?conf=ams45>



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Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (<http://www.springer.com/business+%26+management/journal/11747>). Formatting guidelines for paper submissions and for the Proceedings can be found at this link: https://c.ymcdn.com/sites/ams.site-ym.com/resource/resmgr/2015/Proceedings_of_AMS_Author_Gu.pdf

Competitive research papers may be submitted either as a full paper or as a structured abstract. You can also choose to submit a special session proposal.

Authors (or at least one author) of accepted papers are required to register for the annual conference AND to present the accepted research at the time designated in the conference program. Any paper accepted for presentation but not presented at the conference will NOT appear in the official conference proceedings (*Developments in Marketing Science*) published by Springer. In addition, if authors have not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper is subject to be deleted from the program. Thus, prior to submission, please consider the submission issue of the paper seriously and take into account any uncertainties about author(s) NOT being able to attend. All conference participants should have an active membership in AMS.

Springer now publishes the proceedings series for the annual conference with the subtitle of *Developments in Marketing Science*. The official proceedings then will be available a few weeks following the conference. Authors of all titled material (abstracts, structured abstracts, full papers, special session descriptions) appearing in the Proceedings are required to release the copyright to the Academy of Marketing Science.

Full paper submissions should not exceed 12 single-spaced pages (Times New Roman 12 pt. font) or 7,000 words in total length including all exhibits and references. Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name of the paper, names and affiliations of each author, and *complete contact information* for the corresponding author (address, e-mail address, and phone) will be requested. It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double blind reviewed. Only papers submitted as full papers can be published as full papers. Full papers may also be published as one page abstracts.

Structured abstracts submissions should not exceed 4 single-spaced pages or 2,500 words following the same style guidelines as above. Structured abstracts can only be published as one page abstracts. A sample structured abstract can be found at the following link: https://c.ymcdn.com/sites/ams.site-ym.com/resource/resmgr/2015/ams_structured_abstract.pdf



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Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) submit the manuscript in correct format in a timely fashion according to the instructions provided by the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be allowed at the rate of US\$50 per page over the limit. Any manuscripts not presented at the conference will not be published in an AMS Proceedings. Accepted papers will undergo a further edit for style prior to the meeting and final pdf files will be uploaded to the system for submission to the Proceedings Editor. Detailed instructions will be provided by the Proceedings Editor at that time. It is ultimately the author's responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format.

Special session/panel proposals can be submitted through the conference management system to the special session submissions track. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Please contact one of the special session submission co-chairs prior to uploading a proposal submission. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops, or other sessions that may be of interest to the AMS Fellows. Please contact the appropriate track chairs with your ideas.

Conference Tracks and Track Chairs

Advertising & Integrated Marketing Communications

Anjali Bal (Babson College) (abal@babson.edu)

Kelly Weidner (Dominican University of California) (kelly_weidner@hotmail.com)

Topics appropriate for this track include, but are not limited to the following: integrated marketing communication, advertising, publicity, promotions, and PR.

Brand Management

Sukki Yoon (Bryant University) (syoon@bryant.edu)

Joe Vella (University of Malta) (joseph.m.vella@um.edu.mt)

Topics appropriate for this track include, but are not limited to the following: branding, brand relationships, brand management, new product development, and brand-related strategies.

Consumer Behavior

Patricia Norberg (Quinnipiac University) (Patricia.Norberg@quinnipiac.edu)

Allyn White (University of Mississippi) (awhite2@olemiss.edu)

Topics appropriate for this track include, but are not limited to the following: consumer judgment and decision-making, behavioral decision theory, consumer information processing, consumer psychology, and consumer choices.



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Digital Marketing & Social Media

Kirk Plangger (King's College London) (Kirk.plangger@kcl.ac.uk)

Abdul Rehman Ashraf (NEOMA Business School) (abdul.ashraf@neoma-bs.fr)

Topics appropriate for this track include, but are not limited to the following: social media, online marketing, consumer behavior online, digital marketing strategies, and interactive marketing.

Ethics & Corporate Social Responsibility

Pia Albinsson (Appalachian State University) (albinssonpa@appstate.edu)

Bidisha Burman (University of Mary Washington) (bburman@umw.edu)

Topics appropriate for this track include, but are not limited to the following: ethical issues in marketing, corporate social responsibility, and cause related marketing.

Futuristic Marketing, Technology & Other Emerging Trends

Jan Kietzmann (Simon Fraser University) (jkietzma@sfu.ca)

Andrew Flostrand (Lulea University of Technology) (andrew.flostrand@ltu.se)

Topics appropriate for this track include, but are not limited to the following: likely future marketing trends, role of technology in marketing, and emerging marketing practices.

Marketing Metrics, Analytics, & Research Methods

Colin Campbell (Kent State University) (colincam@kent.edu)

Kacy Kim (Elon University) (kkim3@elon.edu)

Topics appropriate for this track include, but are not limited to the following: methods, methodological issues, big data analysis, marketing analytics, and new research methods.

Marketing Pedagogy & Education

Dimitri Kapelianis (University of New Mexico) (dkapeli@unm.edu)

Kevin Shanahan (Mississippi State University) (KShanahan@business.msstate.edu)

Topics appropriate for this track include, but are not limited to the following: pedagogy, course content, teaching methods, course evaluations, learning styles, assessment, evaluation rubrics, and the role of technology in marketing education.

Marketing Strategy

Jeannette A. Mena (University of South Florida) (mena@usf.edu)

Billur Akdeniz (University of New Hampshire) (billur.akdeniz@unh.edu)

Topics appropriate for this track include, but are not limited to the following: marketing orientation, resource based view of the firm, strategic decision making, healthcare marketing strategy, strategic thinking, corporate strategy, and strategy theories.

International Marketing

Gary Knight (Willamette University) (gknight@willamette.edu)

Nila Wiese (University of Puget Sound) (nwiese@pugetsound.edu)

Topics appropriate for this track include, but are not limited to the following: international marketing, cultural aspects, and global strategies.



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Innovation & New Product Development

Eric Shih (Sungkyunkwan University) (eshih@skku.edu)

Seigyoung Auh (Arizona State University) (seigyoung.auh@thunderbird.edu)

Topics appropriate for this track include, but are not limited to the following: value creation of technology, product, and market platforms, development and execution of innovation strategies, market creation, disruption, and movement, and collaborating and co-creating with customers.

Public Policy & Marketing for Non-Profits

Christopher Hopkins (Clemson University) (CHOPKIN@clemson.edu)

Karen Hood (Eastern Kentucky University) (Karen.Hood@eku.edu)

Topics appropriate for this track include, but are not limited to the following: regulatory and public policies, marketing strategies for non-profits, and legal aspects of marketing.

Relationship Marketing: B2B & B2C

Jeffrey P. Boichuk (University of Virginia) (boichuk@virginia.edu)

Rodrigo Guesalaga (Cranfield University) (rodrigo.guesalaga@cranfield.ac.uk)

Topics appropriate for this track include, but are not limited to the following: relationship marketing, inter-organizational relations, customer relationships, customer loyalty, and inter-firm exchanges.

Retailing & Pricing

Monika Kukar-Kinney (University of Richmond) (mkukarki@richmond.edu)

Lan Xia (Bentley University) (lxia@bentley.edu)

Topics appropriate for this track include, but are not limited to the following: retailing strategies, pricing strategies, retailing environments, revenue mechanisms, and psychological aspects of pricing.

Sales Management

Constantine S. Katsikeas (Leeds University Business School) (csk@lubs.leeds.ac.uk)

Bulent Menguc (Leeds University Business School) (b.menguc@leeds.ac.uk)

Topics appropriate for this track include, but are not limited to the following: professional selling, CRM, sales forecasting models/methods, managing buyer-seller interfaces, and relationship between managers and external stakeholders.

Sensory & Food/Beverage Marketing

Leyland Pitt (Simon Fraser University) (lpitt@sfu.ca)

Emily Treen (Simon Fraser University) (em.treen@gmail.com)

Topics appropriate for this track include, but are not limited to the following: sensory marketing, sensory perceptions, sensory aspects of atmospherics, food/beverage marketing, and healthful consumption.



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Services Marketing

Brad Carlson (Saint Louis University) (bcarlso8@slu.edu)

Todd Donovan (Colorado State University) (todd.Donavan@colostate.edu)

Topics appropriate for this track include, but are not limited to the following: marketing of services, servicescapes, service-dominant logic, service recovery, and innovations in services marketing. At least one session will be dedicated to research on organizational frontline research (OFR). OFR is the study of boundary interactions involving an organization and its customers.

Sports, Entertainment, & Events Marketing

Nina Krey (Rowan University) (krey@rowan.edu)

Lauren Brewer (University of Texas-Arlington) (lauren.brewer@uta.edu)

Topics appropriate for this track include, but are not limited to the following: event marketing, sport marketing, entertainment marketing, sport sponsorships, and psychology of sports.

Supply Chain Management & Logistics

Alvin Williams (University of South Alabama) (awilliams@southalabama.edu)

Jennifer Espinosa (Rowan University) (espinosaj@rowan.edu)

Topics appropriate for this track include, but are not limited to the following: supply chain management, logistics, channels of distribution, and distribution networks.

Doctoral Colloquium

John Ford (Old Dominion University) (jbford@odu.edu)

Altaf Merchant (University of Washington-Tacoma) (altafm@uw.edu)

Mary Kay Inc. Doctoral Dissertation Competition

Cesar Zamudio (Kent State University) (cesar.zamudio@gmail.com)

Raj Agrihotri (University of Texas-Arlington) (rajshekar.agrihotri@uta.edu)

Andy Wood (James Madison University) (wood3ja@jmu.edu)

Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition

Dipayan Biswas (University of South Florida) (dbiswas@usf.edu)

Christine Kowalczyk (East Carolina University) (ckwlczyk@gmail.com)

John E. Cicala (Texas A&M University-Kingsville) (John.Cicala@tamuk.edu)

Special Session Submissions

Adam Mills (Loyola University-New Orleans) (ajmills@loyno.edu)

Karen Robson (Central Michigan University) (robso1k@cmich.edu)