



Academy of Marketing Science

2018 Academy of Marketing Science World Marketing Congress ([WMC](#))

June 27-29, 2018

Universidade Lusíada-Norte

Porto, Portugal

Finding New Ways to Engage and Satisfy Global Customers

Conference Program Co-Chairs:

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Customer loyalty is ensured through continuous engagement with an ever-changing and demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and causing marketing managers to rethink how to build meaningful and stable relationships with ever-more demanding customers. In an era of vast new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. This conference aims to explore new and innovative ways to find new global customers, understand their wants and needs, and build meaningful bridges to them which keep them engaged and ensure the highest levels of customer satisfaction.

The submission system will open around September 1, 2017. Paper and special session proposal submissions will be due: October 1st, 2017



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WMC Tracks and Track Chairs

- 1. Advertising and Integrated Communication**
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- 10. Entrepreneurship and Innovation**
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- 11. Ethics, Social Responsibility and Not-for Profit**
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- 12. Fashion and Luxury Marketing**
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- 13. Green Marketing/Sustainability and Bottom-of-the-Pyramid Marketing**
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- 14. Iberian Marketing Issues**
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- 15. Marketing Education**
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- 16. Marketing in Emerging Markets**
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- 17. Marketing Research: Methods, Measures, and Analytics**
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- 18. Marketing Strategy**
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- 20. Pricing and Customer Value**
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- 22. Retailing (Online/Offline)**
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- 25. Doctoral Colloquium**
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26. Special Sessions

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For more information on the [21st AMS WMC](#), visit: www.ams-web.org.

For assistance with frequently asked questions, directly visit: <http://www.ams-web.org/page/Help>