



Academy of Marketing Science

CALL FOR PAPERS

2015 Academy of Marketing Science Annual Conference:

Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!?
Denver, Colorado– The Westin May 12-15, 2015

Conference Program Co-Chairs:

Angeline G. Close, The University of Texas at Austin
Diana L. Haytko, Florida Gulf Coast University

Marketing is ubiquitous; it doesn't matter who you are, where you are or what you are doing, you cannot escape it. In these times of instantaneous news, information and entertainment, everyone is exposed to messages from the moment they awake until the minute they drift off to sleep. America spends the most money in the world on advertising and other marketing communication. So, it could be said that marketing IS America's pastime, as much so as the classics: baseball, hot dogs, and apple pie.

As such, the theme for the AMS Annual Conference is "Celebrating America's Pastimes: baseball, hot dogs, apple pie and Marketing!?" Despite our field's challenges, we have much to cheer. Let's discuss all of the good things that marketing can do, your research efforts and your results that will help us all move forward and focus on the positive that marketing can provide to consumers, stakeholders and society.

The conference is being held in Denver, Colorado, known as the Mile High City (at 5,280 ft.), the Queen City of the Plains, and the Gateway to the West. The city was founded by outdoorsmen and entrepreneurs searching for gold, silver, cattle, and technology. These days, Denver is known for its sports teams, the Broncos in the Super Bowl 7 times (winning twice), the Rockies have been in the World Series, the Avalanche having won the Stanley Cup twice. Denverites are passionate about their sports. The city is also known for its food and spirits. Well beyond the Denver omelet are Rocky Mountain Oysters, the Denver sandwich and Green Chiles. Denver is a hub for craft breweries; Esquire magazine ranked it among the top 7 cities in the country for microbrews and it's known as "the Napa Valley of Beer." The Rocky Mountains are a short drive away, with any outdoor activity you could imagine (yes, you can probably still ski in May). We hope that you will be able to enjoy your favorite pastime in this beautiful city. In fact, we have planned the conference in a way to allow you some time away from sessions to explore and study marketing in all its glory. It's also primetime for the Colorado Rockies and Coors Field is nearby.....easy to get your fill of baseball, hot dogs and more than a little marketing.

Annual Conference Home Page:

http://www.ams-web.org/events/event_details.asp?id=447840

Submission Deadline: December 5, 2014



Academy of Marketing Science

Program Chairpersons



Angeline G. Close, Ph.D.
Program Co-Chair
The University of Texas at Austin
Advertising & Public Relations
Austin, TX
512-788-2480
angeline@austin.utexas.edu



Diana L. Haytko, Ph.D.
Program Co-Chair
Florida Gulf Coast University
Department of Marketing
Fort Myers, FL
239-590-1249
dhaytko@fgcu.edu

Proceedings Editor

Kacy Kim, *Elon University*, kkim3@elon.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 Denver and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science.

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

http://www.ams-web.org/events/event_details.asp?id=447840

Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (<http://www.springer.com/business+%26+management/journal/11747>). Competitive research papers may be submitted either as a full paper or structured abstract- or you may submit a special session proposal.

Authors of accepted papers (at least one) are required to register for the annual conference AND attend 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 30 days prior to the beginning of the conference, the



Academy of Marketing Science

paper is subject to be deleted from the program. Thus, please consider submission of the paper seriously and take into account doubts that an author will be able to attend prior to submission. 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 in the same manner as for a journal publication. Formatting guidelines for the Proceedings can be found at this link and may be updated by Springer prior to the meeting:

http://c.ymcdn.com/sites/ams.site-ym.com/resource/resmgr/Proceedings_Guidelines_FINAL.pdf

Full paper submissions should not exceed 20 double-spaced pages (Times New Roman or Calibri 12 pt. font) 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, 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 5 single-spaced pages following the same style guidelines as above. A [sample structured abstract](#) can be found on the conference web page. Structured abstracts can only be published as structured abstracts or as one page abstracts in brief. 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 an appropriate program manager with your ideas.



Conference Tracks and Track Chairs

1. **New Products & Innovation**

Philip Hartley, Georgia Gwinnett College, hartley@ggc.edu

Luis Torres, Georgia Gwinnett College, torresl@ggc.edu

Topics appropriate for this track may include, but are not limited to the following: service innovation; product innovation, innovation strategy; new product development processes, launch strategies and tactics, open innovation, co-creation, user generated contributions to innovation and new products, the role of social media in product innovation, branding innovation

2. **B2B, Channels & Relationship Marketing**

Lou Pelton, University of North Texas, pelton@unt.edu

Stephen Wang, National Taiwan Ocean University, stephen@mail.ntou.edu.tw

Topics appropriate for this track may include, but are not limited to the following: logistics, relationship marketing in the B2B setting, current and emerging issues in the context of inter-organizational relationships, channels of distribution and distribution networks, supply chains, vertical marketing systems, and inter-firm exchange

3. **Integrated Brand Promotion & Marketing Communication**

Kate Pounders, The University of Texas at Austin, kate.pounders@austin.utexas.edu

Robert Lewis, The University of Texas at Austin, roblewis@utexas.edu

Topics appropriate for this track may include, but are not limited to the following: branding, integrated brand promotion/integrated marketing communication, advertising, public relations/corporate reputation management, publicity, promotions, and strategic communication.

4. **Consumer Behavior & Services**

Anjala Krishen, University of Nevada, Las Vegas, anjala.krishen@unlv.edu

Ereni Markos, Suffolk University, emarkos@suffolk.edu

Topics appropriate for this track may include, but are not limited to: memory, emotion, affect, attitude, judgment and decision making, servicescapes, the service-dominant logic, identity formation, c2c, and consumer psychology.

5. **Retailing & Pricing**

Nancy Ridgway, University of Richmond, nridgway@richmond.edu

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

Topics appropriate for this track may include, but are not limited to: retailing, pricing, atmospherics, psychology of price, hybrid retail/e-commerce and inventory management.

6. **Sales & Sales Management**

Jim Zboja, University of Tulsa, jim-zboja@tulsa.edu

Ralph Jackson, University of Tulsa, ralph-jackson@tulsa.edu

Topics appropriate for this track may include, but are not limited to: professional selling, crm, key account management, managing and adapting to social media usage in sales, relationships between managers and external stakeholders, internal marketing and leadership challenges, social networking within and outside the sales organization, sales forecasting models/methods, managing the buyer-seller interface, and sales territory concerns.



Academy of Marketing Science

7. Social Media & Digital Marketing

Debra Zahay-Blatz, Aurora University, dzahayblatz@aurora.edu

Janna Parker, Georgia College and State University, janna.parker@gcsu.edu

Topics appropriate for this track may include, but are not limited to: social media, online consumer behavior, social media strategy, human branding issues via social media, psychology of social media behavior, internet marketing, digital marketing measurement issues and online/offline social media based consumer behavior or corporate strategy.

8. International Marketing

James Kelley, St. Joseph's University, jkelly@sju.edu

Arne Baruca, Sacred Heart University, barucaa@sacredheart.edu

Topics appropriate for this track may include, but are not limited to: international business, cultural aspects of marketing, global branding, product innovation management across markets, global pricing, global supply chain management, global market segmentation, market assessment and entry, emerging economies, comparative marketing systems, global competitive strategy, information technology and global marketing, and international alliances in marketing.

9. Marketing Education

Steve Hartley, University of Denver, steven.hartley@du.edu

Don Bacon, University of Denver, donald.bacon@du.edu

Topics appropriate for this track may include, but are not limited to the following: MOOCs, online education, role of the internet in marketing education, pedagogy, course content, course evaluations, learning styles, assessment, rubrics, doctoral education, MBA education, and undergraduate marketing education.

10. Ethics, CSR, & Public Policy

Andrea Tangari, Wayne State, andrea.tangari@wayne.edu

William Jones, University of South Dakota, william.jones@usd.edu

Topics appropriate for this track may include, but are not limited to: ethical issues of marketing, corporate social responsibility, corporate codes of ethics, public policy, consumer advocacy, marketing/advertising and the law, ethical or policy aspects of healthcare, ethical aspects of corporations and cause related marketing.

11. Marketing Strategy

Khaled Aboulnasr, Florida Gulf Coast University, kaboulna@fgcu.edu

Stephanie Geiger Oneto, University of Wyoming, soneto@uwyo.edu

Topics appropriate for this track may 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, branding strategy, and strategy theory.

12. Experiential & Sport Marketing

Dipayan Biswas, University of South Florida, dbiswas@usf.edu

Christian Germelmann, University of Bayreuth, Germany, c.c.germelmann@uni-bayreuth.de

Topics appropriate for this track may include, but are not limited to the following: sensory marketing, event marketing, experiential marketing, fan behavior, psychology of sport, sport and culture, sport branding, and, sport marketing, sport sponsorship.



Academy of Marketing Science

13. Marketing Research & Methodology

Kevin Shanahan, Mississippi State University, kshanahan@cobilan.msstate.edu

Topics appropriate for this track may include, but are not limited to the following: methods, methodological foundations, sample considerations, procedure, or a contribution to specific methods .

14. Doctoral Colloquium

John Ford, Old Dominion University, jbford@odu.edu

Altaf Merchant, University of Washington, Tacoma, altafm@uw.edu

This track is for doctoral students who wish to present in an environment of other doctoral students and to meet other doctoral students.

15. Mary Kay Inc. Doctoral Dissertation Competition

Lauren Beitelspacher, beitel@pdx.edu (chair)

Mike Brady, mbrady@business.fsu.edu

Mike Hartline, mhartline@business.fsu.edu

This track is for doctoral dissertations to be considered for these prestigious awards. There are now **two award categories**: Mary Kay Dissertation Award and Mary Kay Dissertation Proposal Award. Sponsored by Mary Kay, Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have completed their dissertation during January 1, 2014 - December 31, 2014 are eligible for the Mary Kay Doctoral Dissertation Award. Doctoral candidates in marketing who have defended their proposal during January 1, 2014 - December 31, 2014 are eligible for the Mary Kay Doctoral Dissertation Proposal Award. Doctoral students from programs at any recognized university, college of higher learning, business school or management school worldwide are eligible for the Mary Kay Doctoral Dissertation Competition.

16. Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition

Anne Roggeveen, aroggeveen@babson.edu (chair)

Madhu Viswanathan, mviswana@illinois.edu

Curt Haugtved, haugtved@fisher.osu.edu

The AMS Outstanding Marketing Teacher program was initiated in 1999 to recognize and reward excellence in teaching and to provide a forum for outstanding teachers to share their classroom success with colleagues. The award program is sponsored by Cengage Learning Lamb-Hair-McDaniel. Award winners receive a framed certificate and official recognition at the AMS annual awards lunch, make a 10-15 minute presentation on teaching philosophy or pedagogy in a special session at the conference along with the other award winners, and publish a one-page abstract on teaching philosophy or pedagogy in the conference proceedings. In addition, recipients of the AMS Outstanding Marketing Teacher designation will serve as members and chair of the 2016 selection committee.

17. Special Session Submissions

Adam Mills, Simon Fraser University/Babson College, adammm@sfu.ca

This track is for special sessions, which includes roundtables and panels on innovative topics. Sessions that synergize with the conference theme are especially welcomed.