CALL FOR PAPERS
2016 Academy of Marketing Science Annual Conference

Creating Marketing Magic and Innovative Future Marketing Trends

Lake Buena Vista, Florida – Disney World Contemporary Resort
May 18-21, 2016

Conference Program Co-Chairs:
Dipayan (Dip) Biswas, University of South Florida, USA Claas
Christian Germelmann, University of Bayreuth, Germany

“If you can dream it, you can do it…”
- Walt Disney

Marketing practices help create and deliver value-packed and meaningful customer experiences that last on as memories. The marketing scholars of AMS undertake cutting edge research that helps in understanding and providing guidance into creating such experiences. Previous conferences presented an impressive body of such research. These research studies also address responsibilities to other constituencies, including consumers at large and the environment in which we live. This meeting, like those before, continues to build the knowledge base on issues important to all of us.

The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices.

Keeping with the trends of a changing world, the theme of this conference is a focus on creating marketing magic, especially in terms of future trends. The location of the conference is the Walt Disney World Resort, the single largest travel destination for consumers worldwide. Walt Disney is among the true pioneers and legends in the domain of creating memorable customer experiences and the company he left behind continues to be on the forefront of entertainment and innovation.

The conference hotel is the Disney World Contemporary Resort, which is literally walking distance to Disney’s Magic Kingdom, and connects to other Walt Disney World Resorts and Parks via monorail, bus, and boat. Come and see how magic is delivered!

Submission Deadline: November 10, 2015

Program Chairpersons

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Maximilian Stieler (University of Bayreuth) (maximilian.stieler@uni-bayreuth.de)

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 at Lake Buena Vista 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=ams44

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. Formatting guidelines for the Proceedings can be found at this link and may be updated by Springer prior to the meeting:


*Full paper submissions* should not exceed 10 single-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 4 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 the appropriate track chairs with your ideas.

Conference Tracks and Track Chairs

Advertising & IMC
Kate Pounders (University of Texas, Austin) (kate.pounders@austin.utexas.edu)
Pia Albinsson (Appalachian State University) (albinssonpa@appstate.edu)
Topics appropriate for this track include, but are not limited to the following: integrated marketing communication, advertising, publicity, promotions, and PR.

Brand Management
Jean-Luc Herrmann (University of Lorraine) (jean-luc.herrmann@univ-lorraine.fr)
Bastian Popp (University of Bayreuth) (bastian.popp@uni-bayreuth.de)
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
Bernadette Kamleitner (WU, Vienna) (Bernadette.Kamleitner@wu.ac.at)
Marko Sarstedt (Otto-von-Guericke-University Magdeburg) (marko.sarstedt@ovgu.de)
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.

Digital Marketing & Social Media
Lauren Labrecque (Loyola University, Chicago) (llabrecque@luc.edu)
Ereni Markos (Suffolk University) (emarkos@suffolk.edu)
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
Ryan Langan (Willamette University) (rlangan@willamette.edu)
Chintinorn (Pom) Nakhata (Clarion University of Pennsylvania) (cnakhata@clarion.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: Internet of Things & Other Emerging Trends
Bruce Weinberg (Isenberg, University of Massachusetts, Amherst) (weinberg@isenberg.umass.edu)
Ann-Kristin Knapp (University of Muenster) (Ann-Kristin.Knapp@wiwi.uni-muenster.de)
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
Amit Bhatnagar (University of Wisconsin, Milwaukee) (amit@uwm.edu)
Joseph Pancras (University of Connecticut) (Joseph.Pancras@business.uconn.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
Varsha Jain (MICA) (varsha@micamail.in)
Subhadip Roy (Indian Institute of Management, Udaipur) (subhadip.roy@iimu.ac.in)
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)
Kacy Kim (Elon University) (kkim3@elon.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
Bidisha Burman (Appalachian State University) (burmanb@appstate.edu)
Kishore Pillai (University of Bradford) (K.GopalakrishnaPillai1@bradford.ac.uk)
Topics appropriate for this track include, but are not limited to the following: international marketing, cultural aspects, and global strategies.

Public Policy & Marketing for Non-Profits
Anjala Krishen (University of Nevada, Las Vegas) (anjala.krishen@unlv.edu)
Myla Bui (Loyola Marymount University) (My.Bui-Nguyen@lmu.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
Judith Anne Garretson Folse (Louisiana State University) (folse@lsu.edu)
Dora Bock (Auburn University) (dorabock@auburn.edu)
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
Anne Roggeveen (Babson College) (aroggeveen@babson.edu)
Abhijit Guha (University of South Carolina) (Abhijit.Guha@moore.sc.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
Stephanie Mangus (Michigan State University) (mangus@broad.msu.edu)
Mark Groza ((Northern Illinois University) (mgroza@niu.edu)
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
Courtney Szocs (Portland State University) (courtne@pdx.edu)
Mya Groza (Northern Illinois University) (mya@niu.edu)
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.

Services Marketing
Stephanie Gillison (University of Tennessee, Chattanooga) (Stephanie-Gillison@utc.edu)
Patricia Rossi (IESEG School of Management) (p.rossi@ieseg.fr)
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.

**Sports, Entertainment, & Events Marketing**
*Patricia Norberg (Quinnipiac University) (Patricia.Norberg@quinnipiac.edu)*
*Mujde Yuksel (Suffolk University) (myuksel@suffolk.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**
*Donna Davis (University of South Florida) (donnadavis@usf.edu)*
*Robert Hooker (University of South Florida) (rhooker@usf.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)*
*Altan Merchant (University of Washington, Tacoma) (altafm@uw.edu)*

**Mary Kay Inc. Doctoral Dissertation Competition**
*Lauren Beitelspacher (Babson College) (lbeitelspacher@babson.edu)*
*Todd Donavan (Colorado State University) (todd.donavan@business.colostate.edu)*

**Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition**
*Jane Sojka (University of Cincinnati) (jane.sojka@uc.edu)*
*Rajneesh Suri (Drexel University) (rajneesh.suri@drexel.edu)*
*Dipayan Biswas (University of South Florida) (dbiswas@usf.edu)*

**Special Session Submissions**
*Adam Mills (Simon Fraser University) (adammm@sfu.ca)*
*Karen Robson (Simon Fraser University) (krobson@sfu.ca)*