CALL FOR PAPERS

2019 Academy of Marketing Science Annual Conference

Marketing Opportunities and Challenges
in a Changing Global Marketplace

May 29-31, 2019
Vancouver, Canada—Fairmont Hotel Vancouver

Today's global marketplace is truly fast-changing. The rising middle class in emerging markets, disruptive technological breakthroughs, new real-time consumer insights facilitated by big data analytics, changing consumer habits and preferences, growth in international commerce and the relevant concerns over national trade policies, renewed ethical concerns about consumer privacy, and the tools through which companies operate, market, connect with and build relationships with their customers are only some examples of this fast-changing landscape. In addition, the rate of change drives companies to continually evaluate and adapt their marketing strategies and structures to remain competitive. Taking into account these current affairs, this conference focuses on exploring the marketing opportunities and challenges that exist in this fast-changing landscape. The location for the conference is Vancouver, a city recognized for its vibrant global character and diverse population. It provides the ideal backdrop to bring marketing scholars together to discuss these important issues.

The submission system will open in mid-August. Paper and special session proposal submissions will be due: <u>October 15, 2018.</u>
   Annual Conference Home Page: http://www.ams-web.org/event/2019AC
   EasyChair Paper Submission Home Page: https://easychair.org/cfp/ams_ac47

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AMS Conference Paper Policies

- 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 research submission (competitive or special session) accepted for presentation but not presented at the conference will NOT appear nor be acknowledged in the official conference proceedings (*Developments in Marketing Science*) published by Springer.
- If at least one of the authors of a paper has 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 of the paper seriously and take into account any uncertainties about author(s) NOT being able to attend.
- All conference participants should be active AMS members.
- It is against AMS policy to submit the same paper or proposal to multiple tracks or to multiple conferences simultaneously, or to resubmit a previously accepted paper.
- An individual may not be an author or co-author on more than three competitive paper or structured abstract submissions. Authors risk having all submissions deleted from consideration for a violation of this rule. Every submission consumes resources from AMS and its volunteers.
- An individual requiring a visa to travel to the conference should apply for his/her visa in a timely manner and carefully consider the likelihood they can attend the conference prior to registering. Cancellation fees will apply to an individual who is unable to attain his/her visa. Authors facing visa issues should carefully consider a backup plan allowing a coauthor to present should visa/immigration problems prevent attendance.

Guidelines for Submitting Manuscripts and Special Session Proposals
Please submit structured abstracts, competitive papers or special session proposals electronically using the EasyChair conference management system, which can be accessed at the following website: https://easychair.org/cfp/ams_ac47

Full paper submissions should not exceed 12 single-spaced pages or 7,000 words, whichever is less (Times New Roman 12 pt. font, 1 inch margins, see the www.ams-web.org "help" tab for detailed formatting information) 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 with author identification in the submitted document file. The name of the paper, names and affiliations of each author, and *complete contact information* for the corresponding author(s) (address, e-mail address, phone) will be requested. Please be sure to spell all author names correctly. Misspelled names create problems in creating the program and effective communication. 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 in the proceedings as full papers. A full paper may also be published as a one-page abstract.

Structured abstracts submissions should not exceed 4 single-spaced pages following the guidelines at the www.ams-web.org "help" page. A sample structured abstract is linked on the author submission guidelines at the www.ams-web.org "help" page. Structured abstracts accepted for presentation are published as a one-page abstract in the *Proceedings*.

Special session/panel proposals can be submitted through the conference management system to the special session submissions track. Proposals should contain a 50-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. If the special session contains individual presentations, each with its own unique "talk" title, then each presentation should be entered into the system separately with a unique identifier in the title tying it back to the special session. In other words, if the special session is about "Fun at AMS," individual "talks" would have a title like: "Fun at AMS: How to Network Professionally at Receptions." 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.

Additional guidelines and formatting requirements for submissions can be found at this link: https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/Help/Author/Author_Submission_Guidelines.pdf

Guidelines for Submitting Materials for the Proceedings

Papers, structured abstracts, and special sessions accepted for the conference will be published in the conference proceedings, *Developments in Marketing Science* published by Springer. As noted above, a full paper submission may be published as a full paper or a one-page (min 250 – max 400 words) abstract; a structured abstract submission may be only published as a one-page (min 250 – max 400 words) abstract. The page limit for published full papers is min 9 to max 12 single-spaced pages. Longer papers (up to 18 pages) will be allowed at the rate of US$50 per page over the limit.

Authors of all titled material (abstracts, full papers, special session descriptions) appearing in the Proceedings are required to release the copyright to the Academy of Marketing Science. As noted, any manuscripts not presented at the conference will not be published in an AMS Proceedings. Also, if at least one of the authors of a paper has not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper will be deleted from the program.

Material to be published in the proceedings should be uploaded to the EasyChair system by **May 6, 2019**. Detailed instructions will be provided by the Proceedings Editor approximately two months prior to the proceedings deadline. It is ultimately the author's responsibility to see that any paper accepted for publication is submitted to the EasyChair system on time and in the proper format.

Springer publishes the proceedings series for the annual conference in the *Developments in Marketing Science* series with a subtitle matching the conference theme. The official proceedings then will be available a few weeks following the conference.

Proceedings Editors
Shuang Wu (LSU – Alexandria, USA)
Felipe Pantoja (IESEG School of Management, France)
Nina Krey (Rowan University, USA)

Additional guidelines and formatting requirements for the proceedings can be found at this link:
https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/misc/author_proceedings_guideline.pdf

Additional author instructions and examples of submissions and proceedings can be found at this link: https://www.ams-web.org/page/Help

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