What comes to your mind when you think about the AMS50 conference?

When we think about AMS and why its conference is so special, we reminisce on scholars being available and willing to provide excellent feedback on research, career, and life. Being the 50th anniversary conference, even in a virtual mode, allows us a point in time to reflect on past achievements, make new memories, and plan future innovations that will lead the way in a period of disruption and uncertainty.

Do you have any recommendations for researchers submitting to your track?

The Diversity and Inclusion Track is open for submissions covering the topic from various perspectives: marginalized consumers and firms, consumers at the bottom of the pyramid, persons of color, women, LBGTQ+, ageism, socio-economic issues, to name a few. If you were told no one would hire you or publish your work because it was too ethnic, we want you to submit to this track. All are welcomed, and your work matters.

What are currently the most pressing research topics in your field?

Brands’ position on social injustice and anti-racism is a hot topic right now. Millennials and Generation Z members want to know where a brand stands on a variety of issues besides quality and price when analyzing their product consider set. Systematic bias impacting processes that determine product/service offerings/terms (e.g., housing, financial services, medical services, etc.) to Assistant Marketing Professors interview callbacks. Logistically, delivery drivers of color (and other essential workers) face increasing discrimination as they risk their safety to provide products and services to consumers.