Call for Papers

2022 Academy of Marketing Science Annual Conference

*Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*

May 25 – 27, 2022
Monterey, California

Marketing is the most optimistic business discipline. Integrating concepts developed by social sciences, such as psychology, sociology, anthropology, marketing combines them with finance, accounting, and operations management practices – all of that with the goal of serving consumers or organizations and increasing happiness and customer satisfaction. To say that we live in trying times would be a gross understatement. In fact, the scope and depth of the global crisis caused by the COVID-19 pandemic far exceed the boundaries of the contemporary marketing theory. At no time since World War II, marketers had to deal with such a comprehensive and pervasive global crisis. Amid the gloomy present times and pessimistic predictions for the future, marketers need to find ways to serve customers, satisfy their needs, and help them look forward with optimism. The upcoming conference is designed to provide a forum suitable for free exchange of pioneering ideas developing and expanding marketing theory and practice. As a return to normalcy, we are planning the event to allow leading marketing thinkers to gather as the crisis subsides, thereby providing the space for the structured and free-wheeling discussions aiming the recognition of the current challenges and search of the paths to solve problems. The conference is comprised of multiple tracks focusing on particular topics, and each of them serves as a pillar supporting the overall structure of contemporary marketing built with shared knowledge and aiming towards the future with informed optimism. We invite you to submit your research papers and special session proposals using the following links.

**The submission system will open mid-August. Paper and special session proposal submissions will be due: October 15, 2021.**

2022 Annual Conference Home Page: [https://www.ams-web.org/event/2022AC](https://www.ams-web.org/event/2022AC)
EasyChair CFP: [https://easychair.org/cfp/2022AMS](https://easychair.org/cfp/2022AMS)
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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 (3) 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/2022AMS

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.amsweb.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.


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.” If you have any questions about the fit of your special session, please contact one of the special session 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, panels, or other sessions that may be of interest to the AMS Fellows. Please contact the appropriate track chairs with your ideas.

Please note that only full papers will be considered for the available BEST paper awards.

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 can be published in the conference proceedings, *Developments in Marketing Science* published by Springer. As noted above, full paper submissions may be published as a full paper or a one-page (min 250 – max 400 words) abstract; structured abstract submissions may be only published as a one-page (min 250 – max 400 words) abstract. For Special session submissions may be publish as a one-page (min 250 – max 400 words) abstract summarizing the special session with all participants listed as authors or all papers presented in the session can be published as individual one-page abstracts in addition to a summary 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. Detailed instructions including a deadline will be provided by the Proceedings Editors approximately three months prior to the conference. 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 will be available following the conference when published by Springer.

Proceedings Editors
Juliann Allen (Nicholls State University)
Bruna Jochims (SKEMA Business School)


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