The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. Further, determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow. In such a period in marketing history, achieving and managing efficient and effective marketing actions is a necessity. Determining such actions is based on practical experience, solid theory and appropriate research methodology.

The 18th Academy of Marketing Science World Marketing Congress will serve as a platform for scholars from around the globe to present theories, research findings and special topic sessions to focus on today’s marketplace challenges.

About Bari

The city embodies the bridge between Occident and Orient. It is rich in historical places, such as basilicas, cathedrals, castles and sanctuaries that have been challenged by time, earthquakes, raids and destruction and yet still stand before us today with their majesty and richness: places of prayer as well as artistic study and interest. The surroundings are full of small villages and picturesque historic districts. They bear witness to yesteryear with their sumptuous palaces, squares, and gardens: symbols of the civil and religious standing of a community, of a past rich in history and tradition that are still in use.

Furthermore, the Apulia region has been ranked by AC Nielsen as one of the the best Italian regions for food and drink. The Università degli Studi di Bari Aldo Moro was founded in 1925 and has been a driving force for the economy of the area. It is recognized as a central institution in the Mediterranean region. The University of Bari is one of the biggest in the South of Italy and one of the oldest universities in Italy. In particular, the School of Economics was founded in Bari more than 120 years ago as the Royal School of Commerce, given that the city was one of the main crossroads for trade and commerce.
The Congress
The congress will have presentations of peer-reviewed papers, as well as special topic sessions. The papers can range from theory development to concepts for measurement and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome. As an international event, this meeting is an excellent opportunity to submit work that explores marketing issues in today’s emerging markets and other relevant topics not directly related to the theme. The various tracks provide you avenues to present research results and special sessions across the broad spectrum of our discipline.

Also woven into the fabric of the congress will be experiences tied to the culture of the area.

We look forward to seeing you and to offer the opportunity to engage in lively intellectual discussions, make new professional connections and experience warm fellowship. These are the trademarks of Academy of Marketing Science World Marketing Congresses.

Guidelines for Submitting Manuscripts and Special Session Proposals
You can submit a full paper or a five-page structured abstract.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair.

Important Note: It is against AMS policy to submit the same paper or special session proposal to more than one track.

Submission deadline is October 1, 2014

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

In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission. Manuscripts should follow the Journal of the
Academy of Marketing Science style guidelines (found at http://www.jams.org). Competitive research papers may be submitted either as:

(1) a full paper or  
(2) a five-page structured abstract.

**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 (surface mail address, e-mail address, fax, and phone number) will be requested as part of the submission dialog. Important note: as stated earlier it is against AMS policy to submit the same paper or special session proposal to more than one track. Manuscripts will be double-blind reviewed. Only papers submitted as full papers can be published as full papers. Accepted full papers may also be published as one page abstracts in the proceedings.

**Structured abstract submissions** are allowed and 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. Accepted structured abstracts may be published in the proceedings as either a structured abstract or as a one-page abstract at the discretion of the author(s).

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 register for the congress and be present to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be published at the rate of 50USD per page or fraction thereof over the 8-page limit. Any accepted manuscripts not presented at the conference will not be published in an AMS WMC Proceedings.

Accepted papers may require an author edit for style and/or content prior to the congress. After required changes are made, final pdf files will 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. Membership (current at the time of the meeting) in AMS for all authors not attending the meeting is expected and appreciated.

**Special session/panel proposals** may be submitted through the conference management system to the appropriate track. Proposals should contain a 100-word biography of each speaker, a one-page description of the session, and a one-page summary of each presentation that is to be included in the session. Please contact the respective track chair prior to uploading a special session 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 congress attendees. Please contact an appropriate program manager with your ideas.
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