Conference Theme: Big Ideas and New Methods in Marketing

The marketing landscape is rapidly changing. The topics studied by marketing scholars are increasingly diverse and span a large number of content areas. At the same time, new methods are being advanced, many adapted from related disciplines, which allow scholars to illuminate issues that were difficult to investigate with previous methods, or to examine questions from new angles. The conference theme is intended to encourage researchers to share work that takes a step back from more specialized domains to identify and examine bigger themes or ideas, or to employ innovative or cutting-edge methods. Ideally these ideas and methods would bridge and bear relevance to diverse areas of the discipline. Scholars are encouraged not only to identify novel, important questions and methods, but also to connect more specialized research to these broader questions and themes.

We welcome your submission and participation in the 2018 AMA Summer Academic Conference.

Kind regards,

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Conference Tracks and Track Chairs

1. **Innovation**  
   Track chair: Anna Cui, University of Illinois at Chicago & Sajna Ibrahim, University of Illinois at Chicago

2. **Marketing Strategy**  
   Track chairs: Frank Germann, University of Notre Dame & Alok Saboo, Georgia State University

3. **Marketing Research**  
   Track chairs: Chen Zhou, University of South Carolina & Yu Ma, McGill University

4. **Pricing**  
   Track chairs: Dhruv Grewal, Babson College & Abhijit Guha, University of South Carolina

5. **Global Marketing**  
   Track chair: Aysegül Öszomer, Koç University

6. **Ethics & Socially Responsible Marketing**  
   Track chairs: Meike Eilert, University of Kentucky & Jacob Brower, Queen's University

7. **Services Marketing**  
   Track chairs: Thomas Dotzel, McGill University & Beibei (Bacy) Dong, Lehigh University

8. **Selling & Sales Management**  
   Track chairs: Alex Zablah, University of Tennessee & Adam Rapp, Ohio University

9. **Understanding & Managing the Customer Experience**  
   Track chairs: Clay Voorhees, Michigan State University & Colleen Harmeling, Florida State University

10. **Buyer-Seller Relationships**  
    Track chairs: Felipe Thomaz, Oxford University & Sarang Sunder, Texas Christian University

11. **Consumer Behavior**  
    Track chairs: Soo Kim, Cornell University & Monika Lisjak, Arizona State University

12. **Digital and Social Marketing**  
    Track chair: Yuheng Hu, University of Illinois at Chicago

13. **Higher Education & Marketing**  
    Track Chairs: Atefeh Yazdanparast, University of Evansville & Brian Taillon, East Carolina University

14. **SIG Programming**
Conference Track Descriptions

1. **Innovation**

   Anna Cui, University of Illinois at Chicago & Sajna Ibrahim, University of Illinois at Chicago

Innovation is a key driver in solving consumer, business, and societal problems all across the world. It occupies the center stage in shaping a bright tomorrow, and marketing, as a discipline, plays a central role in studying innovation. Following this year’s conference theme “Big Ideas and New Methods for Marketing”, the innovation track especially welcomes submissions that examine novel topics or apply creative research methods to better understand innovation. Research papers may examine innovation through viewpoints of the consumer, business, and society. Example research questions include but are not limited to: How do consumers adopt, experience, and discard innovations? How does this play out in the emerging digital marketing landscape? What are consumers’ roles in driving and consuming innovation? What marketing knowledge and skills can help firms to be better innovators? What are the drivers of innovation within a business or organization? What organizational practices can guide the most important innovations for the society? How does innovation help in solving societal problems in understudied populations and international markets? How can innovation help in driving sustainability? How can public policies be used as a tool for stimulating innovation? Both theoretical and empirical papers are welcome.
This track invites papers and special session proposals that cover a broad range of topics in marketing strategy. Consistent with the conference theme, we encourage papers and special session proposals on “big new ideas” in the marketing strategy domain. We especially encourage papers and/or special session proposals that focus on issues that are relevant to practitioners but currently not adequately addressed in the literature. Potential topics include (but are not limited to) the impact of marketing assets and actions on firm performance, acquisitions, alliances, big data, social media, brand and customer management/equity, new product development, innovation, and marketing in the C-Suite. Both conceptual and empirical papers are welcome as are qualitative, quantitative, and mixed-method research approaches.
This track invites high quality works that develop or apply innovative research methodologies to understand marketing issues. Appropriate methodological research includes, but is not limited to, innovative qualitative, quantitative, experimental, psychophysiological, consumer neuroscience, machine learning, and other artificial intelligence approaches as long as they improve our understanding of consumer behavior. Appropriate substantial (applied) research includes, but is not limited to, descriptive, predictive, and prescriptive models to analyze data using the aforementioned techniques. Conceptual and empirical submissions as well as mixed-method approaches are encouraged.
The Pricing Track invites conceptual or empirical research papers that are related to pricing. Especially welcome are topics related to the conference theme, relating either to big/ breakthrough ideas or relating to new methods, that can help retailers (and manufacturers) better understand the role of price in the customer journeys and purchase behavior, help retailers to develop new pricing models, help retailers to develop new pricing formats etc. We encourage work related to newly emerging theory and practice, as also we encourage work related to novel applications and extensions of existing theory. Possible pricing topics involve online pricing, pricing specific to social media platforms, pricing using alternate currencies (e.g., Bitcoin), auction pricing, price promotions, price fairness issues, price bundling, partitioned pricing, and information processing issues relating to alternative price strategies and formats. We welcome qualitative, quantitative, and mixed-method research approaches, and we especially welcome research approaches involving field studies.
This track invites papers that address issues relevant to developing marketing strategies for entering new global markets, managing marketing activities in global markets, and cross-cultural/national issues in marketing. In keeping with the conference theme, research that addresses new phenomena in global marketing, or offers insights regarding or based on novel approaches to the study of global marketing is especially encouraged. Submissions may include the perspective of customers, firms, or markets, and may be conceptual or empirical. Some potential topic areas that would be welcome include global product diffusion; cross-cultural issues in marketing; brand decisions in global markets; global marketing strategy; doing business in emerging markets; global supply-chain management; market entry strategies; global marketing alliances; relationship marketing strategies in global markets; the role of culture; ethics issues and CSR in global markets; and research methods pertaining to international marketing.
This track invites papers that address issues relevant to socially responsible marketing and ethical organization behavior in general. Contributions should advance theory on socially responsible marketing of the organization and its interplay with various stakeholder groups, including consumers, employees, shareholders, and policy makers. In line with the conference theme “Big Ideas and New Methods,” preference will be given to papers that advance new frameworks and theory, as well as apply novel approaches to previously studied phenomena in CSR. This track therefore strongly encourages paper and special session proposals that generate novel insights across multiple stakeholder groups and advance our understanding of the role of the organization in society and how marketing can help make a positive impact for individuals across the world. Topics may include but are not limited to: 1) Understanding either the motivations behind adoption of CSR or ethical practices, as well as the societal and financial impact of such practices; 2) investigating how CSR and ethical practices by organizations shape consumer’s brand experiences and their own prosocial behavior; 3) the engagement of the organization in public policy and the influence of public policy on CSR practices of the organization. Conceptual and empirical works are welcome, as are mixed-method approaches.
This track welcomes papers that cover a broad range of services marketing topics. Given the conference theme, we particularly welcome rigorous research that addresses innovative ideas and/or new methodological approaches related to any aspect of services marketing and sports marketing. Potential topic areas include but are not limited to: the role of artificial intelligence, virtual reality, and mixed reality in services; new approaches to develop, implement, and protect service innovations; innovative service recovery and complaint management strategies; new approaches to service strategy; new ways to manage the customer experience and the customer journey in service businesses; customer co-creation, participation, and customer engagement; service leadership and culture; the role of technology and social media in services marketing; new issues related to service pricing; transformative services. Both conceptual and empirical works are welcome as are qualitative, quantitative, and mixed-method research approaches.
This track invites papers and special session proposals that address issues related to professional selling and sales management. In keeping with the conference theme on “Big Ideas and New Methods in Marketing,” we strongly encourage paper submissions that explore questions related to: (1) new strategies for the attraction, selection and retention of sales employees, (2) the increasingly important role of salesperson ambidexterity and of emerging behaviors and/or skills that influence salesperson performance, (3) innovative sales methodologies and approaches for enhancing customer satisfaction and related job outcomes, and (4) the rising influence of technology such as mobile interfaces, digital tools, and big data on salesforce effectiveness in general, and on the quality of frontline interactions in particular. The track welcomes conceptual and empirical work (regardless of methodology), so long as the research offers meaningful implications for sales practice.
9. Understanding & Managing the Customer Experience

Clay Voorhees, Michigan State University & Colleen Harmeling, Florida State University

The customer experience (CX) is consistently named as a top strategic priority for firms and more research is needed to support these efforts. This track encourages research that can inform these strategic imperatives beginning with refined conceptualizations and measurement, then extending to opportunities to optimize the experience across the customer journey, and finally stronger evidence of the financial benefits of improved CX management. More specifically, research that examines a myriad of customer touchpoints (i.e., pre-, core, and post-experience) with the firm is welcomed. Moreover, research examining the role of customer experiences as part of relationship marketing programs would fit the track well, in addition to, research focused on customer engagement. This track welcomes conceptual, qualitative, and empirical work that provides answers into how firms can better manage the customer experience.

10. Buyer-Seller Relationships

Felipe Thomaz, Oxford University & Sarang Sunder, Texas Christian University

This track invites research that considers marketing strategies around developing, managing, and leveraging buyer-seller relationships. In keeping with the conference theme of “Big Ideas and New Methods for Marketing,” research and special sessions focused on guiding the field forward in the study of B2B and interfirm relationships are especially encouraged. Manuscripts can be conceptual or empirical. Some potential topic areas that would be welcome include business networks, supply chains, channels of distribution, interfirm relationships, and research methods pertaining to B2B marketing.
This track focuses on how consumers process information and make decisions. For example, how might consumer behavior change in response to a firm’s product/service offering or marketing actions? How might considerations of different consumer-firm collaborative efforts improve our understanding of consumer psychology and behavior? We welcome research on a variety of topics, including but not limited to: affect and emotion, attitudes, automatic and non-conscious processing, branding, consumer communities, corporate social responsibility, culture, framing, information processing, judgment and decision-making, linguistics, loyalty, memory, personality, persuasion knowledge, pricing, public policy issues, satisfaction, social influence, and word-of-mouth communication. Submissions are welcome whether they are conceptual or empirical in nature. In addition, we encourage qualitative, quantitative, and mixed-method research approaches. Special consideration will be given to rigorous research that connects specific consumer behaviors to larger themes or that employs new methods to shed light on novel or previously studied research questions.
Digitalization has changed the world—and marketing—as we know it. When looking to the future, the importance of digital marketing and social media in general is undisputable. Although conceptually and scientifically rigorous papers addressing any important and interesting topics within the broad realm of digital marketing and social media are welcome, we particularly encourage papers that address either how digital marketing and social media connect to larger themes or that introduce new methods to answer questions using digital marketing or social media data. We welcome papers using econometric, experimental, and machine learning methods; topics may include (but are not limited to) artificial intelligence, virality, attribution, measurement, online consumer behavior, policy issues, personalization, content marketing, digital advertising, mobile advertising, return on investment of digital or social media investments, online decision-making, online experiments, online search, social media strategies, narrativity, gamification, information diffusion, virtual reality, piracy, and streaming economics.
13. **Higher Education & Marketing**

Atefeh Yazdanparast, University of Evansville & Brian Taillon, East Carolina University

The world of higher education is being transformed, whether due to changes in regulatory oversight, funding constraints, increasing competition from “private” providers, the increasing demand for digital options, or the evolution of skills managers expect in evaluating students for jobs. While we encourage rigorous research related to higher education and marketing in general, this track especially seeks submissions for special sessions or papers that address larger themes related to the transformation of the delivery or consumption of higher education due to these factors, or that leverage particularly novel techniques to address these questions. Potential topics include but are not limited to innovation in course content or in delivering marketing education, e.g., the use of technology or experiential learning; how universities are evaluated by consumers (students and/or their families) and other constituents; how educators can determine and meet the demands of employers in terms of delivering managers with the right skill sets; and the changing competitive environment in which educators operate. We welcome both conceptual and empirical work.

14. **SIG Programming**

Manager: Monica Gerhardt, American Marketing Association

SIG leaders are invited to coordinate the development and submission of a SIG-sponsored special session proposal. Any SIG desiring to sponsor a session on the conference program must
submit a complete and valid special session proposal by the stated deadline to the SIG Track, following the general instructions for special session proposals. Co-chairs will review SIG submissions.