CALL FOR PAPERS

2019 Winter AMA Conference

February 22-24, 2019
Austin, TX

Co-Chairs:
Markus Giesler
Son K. Lam
Xueming Luo

Submission Deadline: August 23, 2018
Conference Theme
Conference Co-Chairs
Women in Marketing Pre-Conference
Special Sessions

Track #1: Consumer Complexity
Track #2: Consumer Wellbeing
Track #3: Interfirm Complexity
Track#4: Complexity of Firm-Customer Relationship
Track#5: Complexity of Firm Relationships with Other Stakeholders
Track#6: Interfirm Complexity and Marketing Strategy
Track#7: Business Models, Data Analytics, and Digital Marketing
Track#8: Personal Selling and Sales Management
Track#9: Services Marketing
Track#10: Marketing and Consumption around the World
Track#11: Computational Marketing, Machine Learning, Artificial Intelligence
Track#12: Field Experiments and Causal Inferences in Marketing
Track#13: Complexity of Dynamic Marketing Processes
Track#14: Institutional and Cultural Complexity
Track#15: SIG Programming
Poster Session

Submission Guidelines and General Information
Understanding Complexity, Transforming the Marketplace

The marketplace has become increasingly smarter and complex. However, marketing research on these issues is fragmented and constrained by existing frameworks and theories.

Consistent with the ‘big tent’ philosophy of bringing together researchers who study marketing-related phenomena using various approaches, the 2019 Winter AMA conference seeks to attract exciting, rigorous research that is truly multidisciplinary and methodologically diverse.

The focus of the conference on the issues of ‘understanding complexity’ and ‘transforming the marketplace’ underscores the importance of unpacking emergent marketing processes by a close examination of their complexity and identification of ways to transform the marketplace into a better world. To that end, creative applications and development of new methods and theories are welcome.

A full list of conference themes along with information on the submission process is contained in this call for papers.

All submissions will be made with a theme code and a method code. Reviewers with expertise in that theme and method will evaluate and make a recommendation regarding the submission. These recommendations will be sent to a select group of Associate Editors (AEs) that will make editorial decisions on each submission. We will assemble the final program based upon these recommendations.

Join us in Austin to celebrate our discipline!

Markus, Sonny and Xueming
Markus Giesler is an associate professor of marketing at the Schulich School of Business (York University) and the director of the Big Design Lab, a think tank that explores market-level design questions with public and private organizations. He is an expert on the sociology of market creation and customer experience design. His research has been published in the Journal of Consumer Research and the Journal of Marketing. He has been named “one of the best recognized experts studying high-technology consumption” by Wired, one of “the young business school star professors on the rise” by Fortune, one of “the 40 most outstanding business profs under 40 in the world” by Poets & Quants, and most recently, an MSI Scholar by the Marketing Science Institute.

Son K. Lam is an Associate Professor of Marketing at the Terry College of Business, University of Georgia. Dr. Lam’s research interests include sales management and personal selling, internal marketing, and customer–company/brand relationships. Dr. Lam has published in a variety of premier academic journals in marketing and management and has been recognized in the top 50 most prolific marketing professors worldwide. Dr. Lam was an MSI Young Scholar in 2013 and received the 2015 Terry College of Business Outstanding Research Award. Dr. Lam has served as the faculty advisor of several marketing research projects with major multinational companies.

Xueming Luo is the Charles Gilliland Distinguished Chair Professor of Marketing, Professor of Strategy and MIS, and Founder/ Director of the Global Center for big data in mobile analytics in the Fox School of Business at Temple University. He is a thought leader in mobile marketing, customer analytics, digital innovations, sharing economy platforms, and social responsibility strategies with machine learning, big data, and large-scale field experiments. His current research focuses on mobile customer analytics, deep learning for personalized promotions, competitive pricing, omnichannel, social media networks advertising, artificial intelligence and platform algorithms, and financial value of customer metrics. His work has been featured by most top-ranking journals in Marketing, Strategy, Information Systems, and Management, as well as popular trade press.
AMA PRE-CONFERENCE: WOMEN IN MARKETING

Co-chairs: Punam Keller (Tuck School of Business) and Anat Keinan (Harvard Business School)

Punam Keller

Charles Henry Jones Third Century Professor of Management
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Punam Anand Keller is Associate Dean for Innovation and Growth and Charles Henry Jones Third Century Professor of Management at the Tuck School of Business at Dartmouth College. She is an expert in consumer information processing and choice behavior. Her current research—supported by the National Cancer Institute, the Centers for Disease Control, and the National Endowment for Financial Education—focuses on designing and implementing consumer communication programs. She teaches the Social Marketing elective.

Anat Keinan

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Anat Keinan is a Jakurski Family Associate Professor of Business Administration in the Marketing Unit at Harvard Business School. She received her Ph.D. in Marketing, with distinction, from Columbia Business School. Professor Keinan is the winner of the 2011 Ferber award and the 2018 AMA Erin Anderson Award for Emerging Female Marketing Scholar and Mentor. Professor Keinan’s research has been featured in the New York Times Magazine Year in Ideas issue, and recognized as the Journal of Consumer Research best paper award finalist in 2009, 2014, and 2017.
SPECIAL SESSIONS

Special Sessions (Friday afternoon) – In collaboration with the Santa Fe Institute

1. Complexity Theory – A Sample of Applications:
   Session Chair: Will Tracy, the Santa Fe Institute

2. Complexity Theory – A Multidisciplinary Discourse:
   Session Chair: Andrew Stephen, University of Oxford

Special Sessions (Saturday)

1. Connecting with Practitioners:
   Session Chair:
   Adam Rapp
   The Ralph and Luci Schey Associate Professor of Sales
   Ohio University, College of Business
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2. Best Practices in Managing Centers:
   Session Chair:
   Charlotte Mason
   Terry Professor of Marketing
   University of Georgia, Terry College of Business
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TRACK #1: CONSUMER COMPLEXITY

Complexity is the study of intricate systems, ones which depend on the interactions of multiple factors: consumer behavior is thus rooted in complexity. This track will feature research that offers insight into consumers’ behavioral and psychological responses to the marketing environment. As such, it is open to a variety of topics and research questions. For example, research may offer insight into the adoption and usage of new smart technologies (e.g., mobile/wearables, home devices), and how these technologies may enhance or hinder social connection, influence, or identity. It may also look at consumer motivation and emotion. Other important topics are consumer learning, motivation, memory, and information use, price perception, prosocial behavior, branding, consumer culture theory, and the influence of individual differences (e.g., ethnicity, income, religion, age, education) on consumer behavior. These are a few examples, but the track is not limited to these topics and is open to any method and findings that shed light on how consumers behave.

Nicole Verrochi Coleman

Assistant Professor of Business Administration, Katz School of Business, University of Pittsburgh
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Nicole’s research examines how people's emotions, self-regulatory processes, and social identities interact to influence persuasion and consumption. Her primary research area is concerned with emotion regulation: How and when do consumers change, control, or mold their ongoing emotional experiences? Understanding what emotions consumers want to experience, and when, allows marketers to better tailor marketing communications and product attributes to the needs of individual consumer segments. A member of the Association for Consumer Research and the American Marketing Association, Nicole has worked with various companies such as Nike, Pepsi, and the National Coalition of Floral Retailers in an advisory or consulting role.

Kirk Kristofferson

Assistant Professor of Marketing
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Kirk Kristofferson recently completed his doctorate at the University of British Columbia. His research interests are centered on understanding the impact of social influence and persuasion in consumption contexts. Specifically, he studies the motivations and social factors that drive consumers to behave prosocially, and how impression management desires can affect subsequent consumer choice. Kristofferson’s research has been published in the Journal of Consumer Research and the Cambridge Handbook of Consumer Psychology, as well as many mainstream publications, including Fast Company, Time Magazine, Harvard Business Review, The Washington Post, Popular Science, and USA Today.
TRACK #2: CONSUMER WELLBEING

Today, more than ever, marketing academics are working on issues that are socially meaningful and impactful. There’s been continued interest in understanding how enhancing accessibility to, and subsequently choice of, nutritious foods and healthcare enhances well-being and burgeoning interest in understanding privacy concerns in a digital age. Additionally, many of us are exploring ways of enhancing well-being for at-risk or vulnerable groups, including children, youth, the elderly, those recovering from natural disasters, and those who have typically been under-represented in the marketplace. We encourage submissions from a breadth of methodological approaches and perspectives.

Stacey Finkelstein
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Stacey Finkelstein is an Associate Professor of Marketing at Stony Brook University who conducts research on consumer welfare. She earned her PhD from the University of Chicago, Booth School of Business. She has explored when healthy food labels make people hungry, how risk attitudes impact medical appointment scheduling behavior, how changes to vaccination policy impacts parents’ vaccination behaviors for their children, and the impact of choice architecture on consumer’s savings, organ donation, eating, and shopping decisions. She is currently on the Editorial Review Board of the Journal of Public Policy and Marketing and is also serving on the ACR Advisory Committee for Transformative Consumer Research and the Research Advisory Committee for the Advertising Council. She was on the ERB for the Journal of Consumer Research from 2016-2018.

Julio Sevilla
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Julio Sevilla received a PhD. in Business Administration (Marketing) at the University of Miami and a B.S. in Industrial Engineering at Universidad Americana (Managua, Nicaragua). Julio specializes in consumer behavior and his research interests include consumption and satiation, retailing and environmental cues, and numeric cognition. He has published multiple papers in these areas at top tier marketing journals. His work has also been presented at conferences by the Association for Consumer Research, the American Marketing Association, the American Psychological Association, the Marketing Science Society and the Society for Consumer Psychology. He received the AMA-CB Docsig Award for best consumer behavior paper for the marketing practice published in 2016. He also serves as a guest analyst for CNN en Espanol, the global leader Spanish speaking news network.
TRACK #3: INTERFIRM COMPLEXITY

This track welcomes research that considers various aspects of inter-firm exchange as well as competition. Such research might investigate the dynamics of inter-firm relationships and how such relationships are being affected by technology, process and product innovation, information exchange via networks and social media. All contexts such as supplier-buyer, multiple channels, strategic alliances, mergers and acquisitions, strategic groups, platforms involving multiple buyers and sellers, inter-organizational networks are applicable. Research priorities include: What are some of the new ways that firms use inter-firm exchanges to improve their own marketing effectiveness? What are some of the new ways in which firms are managing the classical cooperation versus friction dynamic in their transactions with other firms? What are some of the ways in which firms allocate marketing budgets effectively in complex environments such as multiple channels or platforms? How are firms using their networks to facilitate their own marketing effectiveness? What metrics of performance should firms consider as they assess their relationships with other firms?

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Anindita Chakravarty (Ph.D., Pennsylvania State University) is an Associate Professor at the Department of Marketing, Terry College of Business, University of Georgia, Athens, GA. Her research interests include topics such as digital marketing, marketing and finance interface and marketing metrics. She has published in major journals including Journal of Marketing Research, Journal of Marketing and Marketing Science. Her work has won the 2017 Donald R. Lehmann award for the best dissertation best article to be published in JM or JMR. Her papers have also been declared as finalists for the 2010 Harold J. Maynard Award and for the 2010 best paper published in the Journal of Interactive Marketing.

Mahima Hada
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Mahima Hada (Ph.D., Penn State) is an Assistant Professor and the Director of Marketing Analytics Programs at the Aaronson Department of Marketing and International Business at Baruch College, City University of New York, NY. Her paper on Referral Equity won the 2016 Naresh K Malhotra Long-Term Impact award, and her paper on B2B referrals was a finalist in the prestigious MSI Paul H. Root Award 2015. Her research has been published in top-tier journals like the Journal of Marketing and the Journal of International Business Studies.
This track welcomes all research that looks to better understand the relationships between firms and customers with an end goal of increasing customer satisfaction, customer loyalty, and/or customer advocacy. Typical research areas include, but are not limited to, customer experiences (e.g., the design, delivery, and management of the customer experience through the customer journey), customer engagement (e.g., customer advocacy (WOM), customer recommendations, customer reviews), and customer relationship management (e.g., customer metrics, customer loyalty, customer relationships, marketing communication strategies).

J. Andrew Petersen is an Associate Professor of Marketing at the Pennsylvania State University. He has a Ph.D. in Business Administration (concentration in Marketing) from the University of Connecticut. He has a BA with Honors in Economics from the University of North Carolina at Chapel Hill. His research interests include measuring and maximizing customer/donor lifetime value (CLV/DLV) and customer/donor equity, managing customer product return behavior, measuring the value of word of mouth, selling and sales management, and linking marketing metrics to financial performance. His research has been published in premier journals including Journal of Marketing, Journal of Marketing Research, Harvard Business Review, MIT Sloan Management Review, The Wall Street Journal, Journal of Retailing, Journal of the Academy of Marketing Science, and Journal of Service Research among others.

Farnoosh Khodakarami is an Assistant Professor of Marketing at the Eli Broad College of Business, Michigan State University. She does research on managerially relevant problems that generate theoretical insights. Farnoosh’s research is focused customer relationship management (CRM), with an emphasis on customer loyalty programs.
TRACK #5: COMPLEXITY OF FIRM RELATIONSHIPS WITH OTHER STAKEHOLDERS AND SOCIAL MOVEMENTS

In today’s highly competitive and turbulent environment, marketing managers face greater pressure from the stakeholders and society to justify their actions. Lawmakers expect greater accountability and transparency, investors expect higher return on marketing investment, customers demand better quality products and services, and citizens expect greater social responsibility. In this track, we invite papers that address firms’ relationships with their various stakeholders, with a specific focus on firm level implications. The suggested topics include, but are not limited to, marketing-finance interface, product failure, impact of media coverage, role of politics, corporate social responsibility, green marketing, social movements, consumer protests, employee union strikes, and other public policy related topics.

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Shuili Du is Associate Professor of Marketing at the Peter T. Paul College of Business and Economics, University of New Hampshire. Her research expertise lies in understanding various ways corporate social responsibility (CSR) and sustainability initiatives create business value, such as the impact of CSR on consumer loyalty, trust, product innovation, and firms’ stock market performance. Her research has appeared in journals such as Journal of Consumer Research, Management Science, Harvard Business Review, International Journal of Research in Marketing, Journal of Public Policy and Marketing, and others.

Tarun Kushwaha
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Tarun Kushwaha is an Associate Professor of Marketing and Sarah Graham Kenan Scholar at the Kenan-Flagler Business School of the University of North Carolina at Chapel Hill. Tarun works in the area of customer relationship management (CRM), marketing-finance interface, international marketing, and product recalls. He focuses on understanding customers’ channel choice behavior; marketing resource allocation across channels and segments; financial and non-financial impact of CRM outsourcing; role of national culture in context of managing customer relationships; and antecedents and consequences of negative news, specifically product recalls.
TRACK #6: INTRAFFIRM COMPLEXITY AND MARKETING STRATEGY

Understanding and managing complexity. Organizing for innovation in an interconnected world. Omnichannel presence and strategies. Managing intrafirm relationships and networks. These ideas have quickly raced from sources of distinctive advantage to “table stakes,” or baseline activities to operate successful marketing firms in today’s world. But, doing so successfully still requires a significant level of firm agility, integration, and capability building. How do firms then move from just taming complexity, to successfully leveraging it to form novel and winning marketing strategies? This track invites research that considers marketing strategies around developing, managing, and leveraging intrafirm relationships. And, in keeping with the conference theme of “Understanding Complexity, Transforming the Marketplace,” research and special sessions focused on the transformative, and world-betterment aspects of this challenge are particularly welcome. Manuscripts can be conceptual or empirical.

Felipe Thomaz

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Felipe Thomaz is an Associate Professor of Marketing at Said Business School, University of Oxford. His research focuses on empirically modeling marketing strategy issues with a focus on the impact of social networks’ on brand, firm, markets, and systems’ performance; the behavior of consumers in digital marketplaces and interactive marketing channels, as well as the development of managerial metrics that rely on abundant and timely social media data. This research on social media, digital markets, and strategic firm and brand networks includes publications in the Journal of Marketing and Journal of Service Research.

Stefan Wuyts

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As of the fall of 2018, Stefan Wuyts is a Professor of Marketing at Penn State University. Before joining Penn State, he was affiliated with Koç University (Turkey) and Tilburg University (the Netherlands). He obtained his PhD at Erasmus University Rotterdam in 2003. His main research interests are in the areas of B2B marketing and complex forms of inter-organizational exchange (triads, multilateral alliances, alliance portfolios, and networks). His research on collaborative innovation and the governance of inter-organizational relationships and networks has been published in Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Management, among others. Stefan serves on the Editorial Review Boards of Journal of Marketing and International Journal of Research in Marketing and he serves as Area Editor for the Journal of the Academy of Marketing Science.
TRACK #7: BUSINESS MODELS, DATA ANALYTICS, AND DIGITAL MARKETING

This track invites papers that focus on emerging business models with new technologies and address complex marketing issues with new insights. In line with the conference theme, papers dealing with understanding of fundamental customer behavior differences in the emerging business models, drivers and performance outcomes of marketing strategies in unexplored territory, and papers examining new methods to disentangle marketing effectiveness in the existing marketplaces. The topics of interest include, but are not limited to, the following: emerging business models, customer welfare and marketing effectiveness in the digital age, marketing with new technologies, customer relationship in the dynamic marketing context, omnichannel shopping and marketing, marketing applications in virtual reality and augmented reality, new marketing analytics metrics, cryptocurrency and mobile payment, and machine learning/artificial intelligence applications in marketing.

Yiping Song

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YIPING (Amy) SONG is currently an associate professor in marketing at School of Management, Fudan University, China. Her research interests include digital marketing, applications of machine learning in marketing, and consumer insights based on data analytics. As an empirical modeler, her approach to research is problem- rather than methodology-driven. Her research has been published in marketing journals including Journal of Marketing and won the best paper award of Winter AMA twice (in 2015 and 2017 respectively).
TRACK #8: PERSONAL SELLING AND SALES MANAGEMENT

With heightened customer expectations and an increasingly complex marketplace, the sales function and the professional selling role are vital to organizational success. Following the conference theme of “Understanding Complexity and Transforming the Marketplace” this track invites papers and special session proposals that address issues related to professional selling and sales management in an increasingly complex global marketplace. We encourage submissions that explore the role of the sales function in relation to (1) understanding and addressing complexities of human and organizational behavior in the sales process, (2) exploring the increasingly crucial role of sales in the customer experience, (3) identifying ways in which selling and sales management are transforming the marketplace and economic exchanges within it, (4) the growing influence of smart technologies, social networks, digital tools, and mobile platforms in frontline interactions, and (5) applying novel sales methodologies and theories for enhancing customer satisfaction and sales performance. This track welcomes both conceptual and empirical work that offers meaningful implications for personal selling and sales management theory and practice.

Zach Hall

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Zachary Hall is Assistant Professor of Marketing at Texas Christian University (TCU). He is also Director of Operations at TCU’s Sales and Customer Insights Center. Zach’s research has primarily focused on improving the performance of salespeople and sales organizations. His research has been featured in Journal of Marketing and Journal of Marketing Research. His research was recently recognized by the American Marketing Association with the AMA Sales SIG Sales Excellence in Research Award in 2015 and 2016.

Jessica Lynn Ogilvie

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Jessica Ogilvie, Ph.D. is an Assistant Professor of Marketing in the College of Business Administration at Marquette University. She teaches Sales Management, Advanced Selling, and Graduate Marketing courses. Jessica completed her Ph.D. in Marketing with a minor in decision models from The University of Alabama in 2016. She has published research in multiple peer reviewed journals including Journal of Marketing, Journal of Retailing, Journal of Service Research, Industrial Marketing Management, and Journal of Personal Selling and Sales Management. Her primary areas of research and consulting work include strategic issues related to market, sales, and service topics.
TRACK #9: SERVICES MARKETING

Services are becoming an important topic in both daily live and academic research disrupting the meaning of companies and consumers, and the value-creating interactions of these and other stakeholders. The track welcomes submissions on a wide range of service related and cross-functional topics, including service marketing, service management, service science, service innovation, service operations, service human resources, service information technology, technologies in services marketing, service design, and transformative services. In particular, the track invites submissions on topics from the following representative but not exclusive list: B2B service and solution selling, service process analytics, AI in services, social media & interactive service channels, service design, transformative services, healthcare services, B2B servitization, and service ecosystems. We encourage conceptual, empirical, and analytical work.

Michel van der Borgh
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Michel van der Borgh (Ph.D., Eindhoven University of Technology) is an Associate Professor of Marketing at the Department of Marketing at Copenhagen Business School. He previously was Assistant Professor of Marketing at Eindhoven University of Technology and Tilburg University. His research focuses on the management of front-line employees in complex and uncertain selling environments. Research topics include new product selling, ambidexterity, solution sales, and servitization. His research has been published or is forthcoming in several journals, including the Journal of the Academy of Marketing Science, Journal of Product Innovation Management, and British Journal of Management. Michel worked with leading high-tech organizations like Philips, Vanderlande Industries, KPN, Getronics, Ahrend, and the High-Tech Campus Eindhoven.

Jenny van Doorn
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Jenny van Doorn (Ph.D., University of Muenster) is Associate Professor of Marketing at the Faculty of Business and Economics at the University of Groningen, the Netherlands. Her research focuses on the use of new technology in the service frontline, such as customer engagement (i.e. non-transactional customer behavior) and robotics, sustainability, and food waste. Her work has appeared in a number of journals including Journal of Marketing, Harvard Business Review, the Journal of the Academy of Marketing Science and the Journal of Service Research. She has worked with several companies in Germany, the Netherlands and the US on projects generating both scientific and practical insights and is also a researcher for the Customer Insights Center (CIC) at the University of Groningen.
This inclusive track aims to paint a clearer picture of what marketing and consumption look like in every corner of the world. This track invites papers that focus on consumers, firms, institutions, policy makers, cultures, or whole market systems from different parts of the globe. Research on international/global marketing issues and emerging markets is especially welcome. All methodological approaches and theoretical perspectives are very much appreciated. Some questions guiding this track include (but are not limited to): How do contemporary consumers think, feel, and/or act in different places? How do customer experiences vary based on culture? How are markets created, maintained, changed, or dissolved in different geographical locations? How do policies influence marketing decisions and vice versa in different parts of the world? What are some pressing international marketing and globalization issues facing us today? How do various actors approach the challenges of marketing and consuming in today’s global marketplace?

**Alan Malter**

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**Ela Veresiu**

Assistant Professor of Marketing Schulich School of Business, York University everesiu@schulich.yorku.ca

Ela Veresiu is an assistant professor of marketing at York University’s Schulich School of Business. Her research examines the political dynamics of markets and consumption, and how consumer subjectivities and market offerings are shaped in global institutional systems. Ela’s research has been published in the Journal of Consumer Research and Marketing Theory, funded by the European Research Council, and featured in, among others, CBC News, Fast Company, Pacific Standard, and The Huffington Post.
TRACK #11: COMPUTATIONAL MARKETING, MACHINE LEARNING, ARTIFICIAL INTELLIGENCE

Computational marketing, big data analytics, deep learning, machine learning, marketing engineering, and algorithmic marketing are a few buzz words which describe advanced methods to deal with large amounts of structured (e.g., scanner, online and mobile tracking data) and unstructured data (e.g., text, images, voice, video) on opinions and behaviors of consumers at an unprecedented scale, granularity and speed. To improve marketing research and practices in current data-rich environment, this track draws on advances in affiliated disciplines such as computer science, statistics and econometrics. We welcome papers which introduce new methodologies of big data analytics useful for marketing academics and/or practitioners. We are open to a broad selection of methods, including but not limited to machine learning, text analysis, linguistics computing, image processing and data visualization.

Sascha Raithel
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Sascha Raithel is Professor of Marketing and head of the Doctoral Program in Business Research at the School of Business & Economics, Freie Universität Berlin in Germany. His research examines market-based assets such as brand equity and corporate reputation. In particular, he is interested in research questions concerning the creation, monetary evaluation, and vulnerability of market-based assets. He frequently utilizes advanced quantitative modeling techniques in his research projects and has organized advanced empirical method courses at major business schools. His research has been published in leading management and marketing journals such as Strategic Management Journal, Journal of Marketing Research, Journal of the Academy of Marketing Science, Harvard Business Review, among others.

Xi Chen
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Xi Chen's research focuses on quantitative marketing and empirical industrial organization, with particular interest in the influence of digital tools and platforms on consumer behavior and the implications for company strategy and public policy. Dr. Xi Chen received his PhD in Marketing from School of Business and Management at the Hong Kong University of Science and Technology.
A critical challenge in any causal analysis is estimating the counterfactual, i.e., predicting what would have happened in the market, in the absence of the treatment. The gold standard is running controlled field experiments; however, experimentation is not always possible. Because of this and the increasing availability of data, a large and growing body of marketing research is being dedicated to causal inference using observational data. This track is soliciting papers on field experiments, and causal inference using other methods. These other methods can range from econometric methods (natural experiments, regression discontinuity, or instrumental variable among others) to newer methods based on machine learning techniques that can credibly estimate causal inference effects.

Davide Proserpio
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Davide Proserpio is an Assistant Professor of Marketing at University of Southern California Marshall School of Business, where he studies problems related to online markets and social media. Most of his work focuses on the sharing economy, online reviews and reputation, and advertising.

Navdeep Sahni
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Navdeep Sahni's research investigates consumers' purchase decisions in digital markets. His research employs methodologies ranging from econometric analysis to large-scale experimentation to make inferences from data. In recent years he has studied consumer response to various marketing channels including internet search advertising, display advertising, retargeting and email marketing.
TRACK #13: COMPLEXITY OF DYNAMIC MARKETING PROCESSES

Marketing is a dynamic process. Marketing measures are often targeted at stimulating, reducing, or utilizing the dynamics in market responsiveness. We welcome topics that uncover the effects of marketing actions and policies on short-term performance and on long-term performance, e.g., dynamics in consumer learning, brand and corporate equity, customer relationship, or market response. We welcome methodologies in the intersection of marketing, economics, statistics and computer science that model dynamic marketing phenomena involving dynamic outcomes, actions, or processes (e.g., Bayesian learning, dynamic structural models, Hidden Markov models, time-series approaches, dynamic competitive games, or machine learning algorithm optimization).

Lin Boldt

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Lin Boldt is an Assistant Professor at University of Central Florida. Her research interests are primarily in quantitative marketing. Her research has appeared in Marketing Science and Journal of Retailing. She earned her Ph.D. and MBA from University of Wisconsin-Madison.

Hongju Liu

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Hongju Liu is an associate professor of Marketing at the School of Business, University of Connecticut. He received his Ph.D. and MBA from the Booth School of Business, University of Chicago. Hongju’s research focuses on the areas of dynamic structural models and technology markets. He has published in leading academic journals such as the Journal of Marketing Research, Management Science, Marketing Science, and MIS Quarterly.
TRACK #14: INSTITUTIONAL AND CULTURAL COMPLEXITY

Innovations, global flows, and shifts in economic and political structures have opened up the marketing field to new concepts and theories. To account for such complexity, the interdisciplinary foundations of consumer culture theory – “a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings” (Arnould and Thompson 2005) – can offer unique contributions to marketing theory and practice. Building on this year’s conference theme, we ask: What socio-cultural conditions shape how firms manage complexity? How do identity politics (e.g., related to gender, ethnicity, political ideology) drive, maintain, or constrain brand management or organizational strategies? What relational configurations and market actors matter as firms deal with technological, political, or economic disruptions? This track welcomes inventive empirical and conceptual papers and special session proposals that either uncover new streams of culturally-oriented marketing thought or enrich existing theory on institutional complexity, identity politics, cultural innovation, social practices, assemblages, market (co)creation and evolution, or consumer culture.

Gokcen Coskuner-Balli

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Gokcen Coskuner-Balli, (Ph.D., University of Wisconsin-Madison) is an Associate Professor of Marketing at Chapman University, Argyros School of Business and Economics. Her research explores the cultural and political shaping of consumer-market interactions and offers theorizations for politics of consumption, institutional legitimacy, market creation and evolution. Her work has been published in Journal of Marketing, Journal of Consumer Research, Marketing Theory, Journal of Consumer Culture, and Journal of Consumer Behavior.

Amber M. Epp

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Amber’s research focuses on understanding collective phenomenon including the interplay of family and relational identities, collective goals, network agency, and group decision-making. Her work has been published in the Journal of Consumer Research and the Journal of Marketing, and she has co-authored book chapters on qualitative data analysis, family consumption behavior, and assemblage theories. Professor Epp’s dissertation received the inaugural Sidney J. Levy Award for outstanding Consumer Culture Theory research, and her research has been funded by the Marketing Science Institute. She also serves on the editorial review board for Journal of Marketing and Journal of Consumer Research and is a member of the JCR Policy Board.
TRACK #15: SIG PROGRAMMING

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.

AMA SUPPORT

Monica Gerhardt
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AMA Academic Special Interests Groups (SIGs) provide an opportunity for researchers and educators with common interests to interact with each other. Please designate your desired SIG when enrolling in or renewing your AMA membership. Anyone desiring to get more involved in SIG activities, to volunteer for leadership or other roles, to receive more information about SIG-related programming at the conference, or to participate in a specific SIG’s social or networking events at the conference should contact that SIG’s leader. Learn more about one of our 17 groups on our AMA SIG page.
Hua Chen is Assistant Professor of Marketing at the Terry College of Business, University of Georgia. He received his PhD in Marketing from the Bauer College of Business, University of Houston. His research employs behavioral economics and experimental economics to examine questions facing marketing and sales managers. Currently, his research focuses on how to design optimal incentives for salespeople, including sales contest and tournament, commissions, and group incentives, etc. Most of his papers combine analytical modeling and experimental testing to investigate research questions. His research work has appeared in the *Journal of Marketing Research* and *Management Science*.
Submission Guidelines and General Information

Code of Ethics

Authors submitting papers to American Marketing Association academic conferences must adhere to the following code of ethics:

- Submission of the same (or substantially overlapping) manuscript, special session proposal, or working paper abstract to multiple themes is not permitted.
- Submitting authors should specify who will present papers being considered for Special Sessions or Competitive Paper presentations. An author can be listed as a presenter for no more than two submissions, but can be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.
- Submissions should not already be published in any journal or publication (including online journals, books and book chapters). Submitting authors should monitor this issue carefully.
- Competitive Paper and Poster submissions should not include content that has been presented at earlier AMA conferences.

Submissions must adhere to the recommended formatting and page limits.

Submission Types

All submissions should be made electronically via the AMA's online submission management system (Abstract Central). Visit [website] for additional instructions. If you have submitted to an AMA academic conference in the last year, you should be able to use the same username and password.

**The deadline for submission is August 23, 2018.**

Competitive Papers

Manuscripts addressing substantive or theoretical topics are sought for competitive paper sessions.

It is mandatory that at least one author of all accepted papers register for, and present the paper at, the conference. Submission of the same (or substantially overlapping) manuscript(s) to multiple themes is not permitted. As a reminder, papers are reviewed following a double-blind process; reviewers will not know who authored the papers, nor will authors know the names of their reviewers.

**Format and Style for Competitive Papers:**

Prepare and submit electronic documents in Microsoft Word with text of up to 3,600 words (approximately 6 pages) for review; references do not count against the word limit. Authors also have the option of including one table summarizing results and/or one figure (these also do not count against the word limit). [Please note that submissions with text longer than 3,600 words will not be reviewed].

In addition to the manuscript, please prepare brief descriptions clearly stating your (1) Research Question, (2) Method and Data used (not applicable for non-empirical papers), (3) Key Contributions to the academy (marketing discipline) and the practice (marketers and managers), and (4) Summary of Findings. This should not be included in the same document with the manuscript; rather, these descriptions will be pasted in the appropriate spaces during the online submission process.
To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Authors should do the following:

- Do not include a front page with author-identifying information.
- Remove author identifying information from the document’s file properties. In Word, this can be done by using/clicking on the “Properties” feature (use Word’s Help resource for further details on how to use it).

At the time of submission via Abstract Central, the submitter will be asked to provide complete contact information for all authors including name, mailing address, phone number and e-mail. All details, including the physical mailing addresses, are required.

Confirmation that your paper was submitted successfully will be sent via e-mail to the submitter.

Authors of accepted competitive papers have the option of publishing either an extended abstract or a full paper in the conference proceedings. **Choosing to publish an Extended Abstract gives authors the option to submit the paper elsewhere for publication after the conference.**

**Posters**

Poster sessions provide an opportunity to share research in the working stage, i.e., with at least part of the data having been collected and analyzed, but not necessarily ready for submission to a journal They are presented as part of poster sessions. Poster sessions can be particularly useful for getting input at intermediate stages of a research project. All poster abstract submissions must be directed to only one theme. (See details about themes below).

By submitting a poster abstract, the author affirms that he/she will register for and appear at the conference to participate in the poster session.

**Format and Submission Process for Posters:**

Prepare and submit an extended abstract in Microsoft Word format. Poster submissions must include the title and an extended abstract of 750-1000 words plus selected references. The abstract should summarize the research, including the conceptual framework, description of the method, data, results, and conclusions. Authors also have the option of including one table summarizing results and/or one figure (these also do not count against the word limit).

In addition to the manuscript, please prepare brief descriptions clearly stating your (1) Research Question, (2) Method and Data used (not applicable for non-empirical papers), (3) Key Contributions, and (4) Summary of Findings. This should not be included in the same document with the manuscript; rather, these descriptions will be pasted in the appropriate spaces during the online submission process.

To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Authors should do the following:

- Do not include a front page with author-identifying information.
- Remove author identifying information from the document’s file properties. In Word, this can be done by using/clicking on the “Properties” feature (use Word’s Help resource for further details on how to use it).
At the time of submission via Abstract Central, the submitter will be asked to provide complete contact information for all authors including name, mailing address, phone number and e-mail. All details, including the physical mailing addresses, are required.

Confirmation that your abstract was submitted successfully will be sent via e-mail to the submitter.

Accepted poster authors must agree to prepare a poster for display during the session and be available to discuss your research and answer questions during the invited poster session.

**Special Sessions**

Anyone may organize and propose a special session, although those who are unfamiliar with AMA conference special sessions are encouraged to discuss their ideas with the conference co-chairs for developmental feedback before submitting a proposal. Special sessions provide a good vehicle to acquaint marketing academics with new perspectives, theories, and provocative ideas, to bring diverse participants together around a common theme, or to integrate academically-minded practitioners into the conference. Sessions involving participants from multiple countries, focusing on theory development or cutting-edge research directions, and offering insights regarding academic-business partnerships for teaching or research are particularly encouraged.

Special sessions should feature three or four presentations on a related theme. Another possibility is an interactive panel discussion among 4-6 panelists and a moderator. Other creative special session formats are encouraged, particularly those that generate attendee interaction.

All special session proposal submissions must be directed to only one theme (see details about themes below). Proposals for special sessions should describe the topic and its importance to marketing, summarize the issues to be covered, and identify all individuals (with their qualifications) who will formally participate. Special session proposals should provide specificity regarding the purpose, format, participants, and roles in the session. AMA Academic Special Interest Groups (SIGs) may propose special sessions to the SIG Programming Theme.

Selection criteria include the general quality of the proposal, the level of interest the session is likely to generate at the conference, and the session’s relevance to the conference theme.

By submitting a special session proposal, the organizer and listed participants affirm that, if accepted, all will register for and appear at the Conference as described in the proposal.

**Format and Submission Process for Special Sessions:**

Prepare and submit an extended abstract in Microsoft Word format. Special session proposals must include the title of the session and an extended abstract of 3600 words maximum. The proposal should describe the objective of the session, its structure and general orientation, likely audience, key issues, and topics to be covered, as well as a description of why the session is likely to make an important contribution to the discipline. Also include a brief description of each paper in the session.

The text of the special session proposal must not exceed 3600 words and should be submitted in double-spaced format, prepared in 12-point font. Please prepare a separate description not exceeding 100 words. This should not be included in the proposal itself but will be pasted in the appropriate space during the submission process via Abstract Central.

At the time of submission via the online system, the submitter will be asked to provide complete contact information for all presenters including name, affiliation, phone number, and e-mail as it should appear in the final program materials.
Due to the unique nature of special sessions, presenter names and information should be included in the proposal and will be noted as a part of the review process.

Confirmation that your proposal was submitted successfully will be sent via e-mail to the submitter. Special session participants are all expected to register for the conference.