



# Academy of Marketing Science

## CALL FOR PAPERS

### 2017 Academy of Marketing Science World Marketing Congress

June 27 – July 1, 2017  
University of Canterbury  
Christchurch, New Zealand

**Submission deadline: October 1, 2016**

**Marketing Transformation - Marketing Practice in an Ever Changing World**

**Conference Program Co-Chairs:**

**Paul W. Ballantine**

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Heraclitus's statement that 'Change is the only constant' lies at the heart of this year's theme. We encourage submissions that look to further our understanding of transformation in all its forms. From whether there is a need for transformation in our field; what methodological transformations are necessary; historical looks at how the field has transformed and continues to transform; how learning institutes are transforming and how marketing theory, practice, consumption practices and people are transforming as the world continues to change. It is by understanding changes and transformations that we seek to have better knowledge of both where we currently are as a discipline but also where we are headed.

The co-chairs of the 20<sup>th</sup> AMS World Marketing Congress invite scholars across all disciplines within marketing and related fields to question the validity of accepted managerial practices, theories, and methods in this new context. In particular, they would like to challenge their scholarly colleagues to ponder the need and drivers of transformation in our field. Further, we invite colleagues to submit their theoretical work, research results and suggestions for special sessions across the range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

#### THE CONGRESS

The 20<sup>th</sup> AMS World Marketing Congress will take place at the University of Canterbury campus. Located in 87 hectares of park-like surroundings, the University of Canterbury offers a spacious, relaxed setting within which to work and associate. The congress will consist of presentations of peer-reviewed papers, special sessions, and panel discussions. To participate, submit competitive papers or special session proposals (electronically) using the electronic conference management system for the appropriate track chair. Papers will be subjected to formal double blind peer review. Papers or special session proposals may be submitted to only one track.

*We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.*

For further information, see the Congress home page:

<https://ams.site-ym.com/events/EventDetails.aspx?id=683377>

For detailed information on preparing your submission, go to:

[http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/2015/Proceedings\\_of\\_AMS\\_Author\\_Gu.pdf](http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/2015/Proceedings_of_AMS_Author_Gu.pdf)

The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to congress attendees. Please contact any of the program co-chairs with your ideas.

Submissions open August 1, 2016.

AMS home: [www.ams-web.org](http://www.ams-web.org).



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## TRACKS AND TRACK CHAIRS

### 1. Advertising and Integrated Marketing Communications

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### 2. Business-to-Business Marketing

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### 3. Consumer Behaviour

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### 4. Digital, Mobile, and Social Media Marketing

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### 5. Distribution and Supply Chain Management

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### 6. Entrepreneurship and Innovation

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### 7. Ethics, Social Responsibility, and Sustainability

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### 8. Health and Well-being

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### 9. International and Cross-cultural Marketing

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### 10. Marketing Education

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### 11. Marketing in the Asia-Pacific Region

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### 12. Marketing Research: Methods, Measures, Analytics and/or Big Data Research

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### 13. Personal Selling and Sales Management

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### 14. Product and Brand Management

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### 15. Relationship Marketing

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### 16. Retailing and Pricing

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### 17. Services Marketing

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### 18. Social and Not-for-Profit Marketing

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### 19. Strategic Marketing

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### 20. Travel, Tourism, and Wine Marketing

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### 21. Doctoral Colloquium

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### 22. Special Sessions

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