

## CALL FOR PAPERS: 2026 SIM-GAMMA JOINT SYMPOSIUM MADRID

<b>Conference</b>	<b>2026 Global Fashion Marketing Conference at Madrid</b> <a href="https://2026gfmc.imweb.me/">https://2026gfmc.imweb.me/</a>
<b>Organizer</b>	GAMMA - Global Alliance of Marketing & Management Associations
<b>Track</b>	<b>2026 SIM-GAMMA JOINT SYMPOSIUM</b>
<b>Joint Symposium Organizers</b>	SIM – The Italian Marketing Association GAMMA- Global Alliance of Marketing & Management Associations
<b>Theme</b>	<b>Art, Food, Music, Movies, Games and Fashion. AI and phygital experiences in the intersection of Fashion and other sectors.</b> Potential Topics (but are not limited to): Researches on the cross-contamination between Fashion and other fields (Art, Food & Wine, Music, Movies, Theatre, Games, Tourism, and beyond) in the context of AI and/or for the creation of physical and/or digital experiences. The call welcomes theoretical, methodological, and empirical contributions.
<b>Co-Chairs</b>	<b>Raffaele Donvito</b> , University of Florence, Italy e-mail: <a href="mailto:raffaele.donvito@unifi.it">raffaele.donvito@unifi.it</a> <b>Francesca Checchinato</b> , Ca' Foscari University of Venice, Italy e-mail: <a href="mailto:checchin@unive.it">checchin@unive.it</a> <b>Juran Kim</b> , Jeonju University e-mail: <a href="mailto:jrkim@jj.ac.kr">jrkim@jj.ac.kr</a>
<b>Date</b>	<b>July 16 – 19, 2026</b>
<b>Venue</b>	<b>Madrid: ISEM Fashion Business School, University of Navarra</b>
<b>Submission Deadline</b>	<b>15th March, 2026</b> (special extended deadline for 2026 SIM-GAMMA JOINT SYMPOSIUM)
<b>Submission System</b>	Through the <i>Submission</i> menu in "2026 Global Fashion Marketing Conference Submission" link: <a href="https://2026gfmc.imweb.me/24452063">https://2026gfmc.imweb.me/24452063</a>
<b>Submission Guidelines</b>	Manuscripts must follow Manuscript Submission Guidelines of 2026 Global Fashion Marketing Conference and Reference Style of GAMMA Journals and Proceedings <a href="https://2026gfmc.imweb.me/35/?q=YToxOntzOjEyOiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&amp;bmode=view&amp;idx=167340125&amp;t=board">https://2026gfmc.imweb.me/35/?q=YToxOntzOjEyOiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&amp;bmode=view&amp;idx=167340125&amp;t=board</a> <b>Manuscripts should not exceed 5 pages</b> (single spaced) <b>for abstracts</b> or 20 pages for full papers in double space. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.
<b>Sponsoring Journal</b>	The <b>Italian Journal of Marketing (ITJM)</b> will consider selected papers presented at the 2026 SIM-GAMMA JOINT SYMPOSIUM to be published in ITJM regular issues through fast-track process. If you want your paper to be considered for possible publication in ITJM, then please inform the chairs of the Joint Symposium.