INTERNATIONAL CONFERENCE ON
TECHNOLOGY MANAGEMENT
&
PERFORMANCE MARKETING

Shaping the **Future** Beyond **Clicks**

Gestione delle Tecnologie nelle strategie di Marketing: dalle metriche di Performance alla creazione di Valore

VENERDÌ

9 OTTOBRE 2026

Conferenza
Università degli Studi di Napoli "Parthenope"
Sede di Villa Doria d'Angri
Via Francesco Petrarca, 80 - 80123 Napoli (NA)

Evento realizzato con il contributo non condizionante di:

CONFERENCE THEME

In today's landscape, digital technologies are changing the sources of value creation and capture, leading firms to rethink how success is measured (Bharadwaj et al., 2013). Technology management increasingly integrates analytics, data infrastructures, and Artificial Intelligence (AI) tools within business activities, including marketing (Leone et al., 2021). Therefore, performance marketing has emerged as a system where advertising payments are tied to measurable consumer interactions such as clicks or other actions (Hu et al., 2016).

This new marketing logic relies on performance-based pricing models such as cost per click (CPC), where advertisers pay digital media providers when users click an ad, and cost per action (CPA), where payment is tied to purchases, sign-ups, downloads, leads, or other predefined actions (Hu et al., 2010). These models are supported by marketing analytics and data infrastructure that translate customer responses across digital channels into measurable indicators of marketing effectiveness (Stewart, 2009; Wedel & Kannan, 2016). To transform this information into managerial decisions, firms increasingly adopt AI-based measurement and attribution systems that support the allocation of conversion credit across touchpoints in the customer journey (Wedel & Kannan, 2016; Li & Kannan, 2014; Berman, 2018). A central metric is ROAS (Return On Advertising Spend), which compares the revenue attributed to advertising with advertising expenditure, while incremental ROAS estimates the causal value created by advertising relative to its cost (Johnson et al., 2017; Chen & Au, 2022). This distinction is crucial because attributed conversions may not represent true incremental effects, especially when consumers would have purchased without the advertisement (Blake et al., 2015; Lewis & Rao, 2015; Gordon et al., 2019). Therefore, the core issue is that firms may optimize short-term measurable performance while underestimating long-term value creation (Ataman et al., 2010; Rutz & Bucklin, 2011; Dinner et al., 2014).

In a landscape defined by technological acceleration, measurable performance, and growing pressure for short-term results, a crucial question arises: how can technology and marketing managers improve advertising performance without undermining the distinctive sources of long-term value on which firms depend?

Technology and marketing managers are making decisions around imposed performance criteria, narrowing value creation and capture to what is immediately measurable (Hu et al., 2016), thus weakening the distinctive sources of long-term value on which their business depends (Bharadwaj et al., 2013). Strategic decision-making may become distorted when managers privilege short-term financial or conversion metrics over customer-oriented measures that better support resource allocation and long-term marketing effectiveness (Mintz et al., 2021). Firms with long-lasting brands may prioritize immediate digital responses over value build over time though customer awareness and relationship development (France et al., 2025). Other companies that thrived on their sustainable efforts could overlook this value enabler by evaluating campaign success mainly through economic indicators, while neglecting the broader social and environmental consequences of digital advertising choices (El Hana et al., 2024). Finally, overreliance on AI tools to support performance marketing processes could lead to the loss of managerial judgement (Gargiulo et al., 2026; Heitmann et al., 2026).

This international conference aims to advance scholarly and managerial debate on the intersection between technology management and performance marketing. It will explore how digital technologies, such as analytics, data infrastructure and AI tools can be governed to improve advertising effectiveness while preserving long-term value creation. By bringing together diverse theoretical, methodological, and managerial perspectives, the conference seeks to foster debates on the role of technology and performance marketing in fostering value. It supports work on how managers can align their performance marketing objectives with the pursuit of brand value, sustainable goals, effective strategic decision making and AI integration.

CALL FOR CONTRIBUTIONS

Scholars, doctoral students, and practitioners are invited to submit papers on themes related to technology management, performance marketing measurement, advertising strategies and long-term value creation.

We welcome:
• empirical research
• conceptual papers
• managerial case studies
• interdisciplinary perspectives
• qualitative, quantitative, and mixed-method design

SUGGESTED TOPICS (NON-EXHAUSTIVE)

- Technology management in the Industry 5.0 paradigm
- Digital transformation, marketing analytics, and data infrastructures
- Platform-reported performance versus causal and incremental value
- AI-based attribution, automated bidding, and algorithmic campaign optimization
- AI integration in digital businesses to improve the competitive advantage
- Generative AI, creative automation, and advertising performance
- Dashboards, marketing metrics, and strategic resource allocation
- Performance marketing as a new model of marketing accountability
- Cost per click, cost per action, and performance-based advertising models
- ROAS, incremental ROAS, attribution, and advertising effectiveness measurement
- Attribution systems, last-click models, and multichannel customer journeys
- Experimentation, field experiments, geo experiments, and causal inference in digital advertising
- Human judgment, managerial decision-making, and AI-supported marketing processes
- Short-term performance optimization and long-term value creation
- Performance marketing, brand equity, awareness, sentiment, and customer relationships
- Performance marketing and sustainability-oriented value creation
- Environmental and social consequences of digital advertising infrastructures
- Data governance, privacy, transparency, and platform dependence in performance marketing
- Ad fraud, algorithmic opacity, and inefficiencies in digital advertising markets
- Retail media, search advertising, display advertising, and platform ecosystems
- Cross-channel and online–offline effects of digital advertising
- Customer lifetime value, customer equity, and long-term marketing productivity
- Strategic tensions between measurable performance and firm-specific sources of competitive advantage
- Cross-industry and cross-country comparisons of performance marketing practices
- Technology governance for aligning advertising effectiveness with brand, strategic, sustainable, and human-centered value

PUBLICATION OPPORTUNITIES

Accepted contributions may be considered for submission to prestigious international journals. Agreements with potential publishing outlets are currently being discussed. Further editorial opportunities will be communicated in due course.

SUBMISSION GUIDELINES

• Extended abstract: max 1,000 words (references excluded)
• Keywords: up to 6
• Format: - Word file (.doc/.docx) - Times New Roman 12, double spacing - 2,5 cm margins on all sides
• Cover page: author(s) name(s), affiliation(s), email address(es)
• Referencing style: APA

ABSTRACTS SHOULD INCLUDE

• Purpose
• Concise theoretical background
• Methodology
• Expected or preliminary findings
• Originality
• Managerial implications
• Conclusions

IMPORTANT DATES

• Call opening: July 13, 2026
• Deadline for abstract submission: September 21, 2026
• Notification of acceptance: September 28, 2026
• Details regarding full paper submission for publication opportunities will be provided at a later stage.

SUBMISSION EMAIL

Please send abstracts to: ***andrea.gargiulo@phds.uniparthenope.it***

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