



UNIVERSITÀ
di **VERONA**
Dipartimento
di **MANAGEMENT**

AM> | SIG
Global Marketing



AM> | AMERICAN MARKETING
ASSOCIATION

Call for Papers

2024 AMA Global Marketing SIG (GMSIG) Conference

May 24-26, 2024

University of Verona

Verona, Italy

"Global Marketing Strategies with Sustainability as a Growth Driver"

Submission Deadline: December 31, 2023

Conference Chairs

Magnus Hultman, Peter Magnusson, Paula Signori, Goksel Yalcinkaya,

Doctoral Consortium Chairs

Fabian Bartsch, Annie Cui, Timo Mandler, Katharina Zeugner



Previous GMSIG conferences have been held in Havana Cuba (2017), Santorini Greece (2018), Buenos Aires Argentina (2019), Taormina Italy (2021), Crete Greece (2022), and Santiago Chile (2023).

The GMSIG conference aspires to offer a forum for all attendees to listen, reflect, and contribute innovatively to the ongoing development of the global marketing industry. This year's theme is designed to inspire global marketing researchers to explore how companies can leverage sustainability to drive growth across borders.

The 2024 GMSIG Conference offers a chance for academics to present their findings and gain insights from global marketing research, as well as the experiences of others in sustainable marketing practices. The conference will feature interactive, engaging, and enlightening sessions, a doctoral consortium, keynote speeches and panel discussions on key themes, opportunities to network with leading international marketing scholars, and a cultural experience in Verona, Italy - the hometown of Romeo & Juliet.

The GMSIG has always been open to papers from a diverse range of marketing sub-fields that have a global focus, such as consumer behavior, relationship marketing, inter-organizational communication, new product development and innovation, marketing research, retailing and services, marketing strategy, brand management, marketing communication, sustainability and corporate social responsibility, export/import management, supply chain, market entry/exit, and entrepreneurial marketing. The conference invites all authors who are interested in exploring managerial, policy, and social issues related to global marketing.

CONFERENCE VENUE

Situated in the Veneto region of Northern Italy, the city of Verona was once a Roman settlement and is now a UNESCO World Heritage Site due to its exceptional importance across time in terms of geography, history, and culture.

As a Roman settlement established in 89 BC along the Adige River, Verona earned its nickname 'Piccola Roma' due to its importance during Roman times. However, the city's worldwide fame is largely attributed to its status as the setting of Shakespeare's famous play, Romeo and Juliet, which has made it a beloved destination for lovers and literature enthusiasts alike.

Aside from its cultural and historical significance, Verona has plenty to offer as a world-class tourist destination and the perfect Italian getaway spot.

CONFERENCE HIGHLIGHTS

1. **Journal of International Marketing Special Issue** – A JIM special issue devoted to research presented at the conference will be published. Authors of presented papers are welcome to submit their work for possible publication in this special issue of the Journal of International Marketing.
2. **Doctoral Consortium** – The Consortium will present a rare opportunity for doctoral students to enhance their research concepts, learn about the difficulties of executing international marketing research and building a thriving academic career in this area, and expand their professional connections.



3. **Unique Cultural Experience** – What not to love! The idyllic Northeastern Italian town was the setting for three of Shakespeare's plays - the most famous of which, Romeo and Juliet, permanently sealed Verona's reputation as The City of Love.
4. **Network with the World's Leading International Marketing Scholars** – The conference program will be crafted to optimize professional growth and networking prospects. Several of the world's foremost experts in international marketing have expressed their commitment to attending the conference.

DOCTORAL CONSORTIUM

This Consortium will offer Ph.D. students who are interested in international and cross-cultural marketing (broadly defined) the chance to enhance their research ideas, understand the challenges of conducting research in this field, and establish a successful career in the area. Additionally, students will have the opportunity to expand their professional networks.

The objective of the Consortium will be to facilitate a supportive discussion among doctoral students and the participating faculty on matters such as:

- Research trends in international marketing;
- Developing high-impact international marketing research for top journals;
- Managing the dissertation and job search process;
- Taking the first step towards an academic career.

The EasyChair conference management system should be used to submit student applications.

CONFERENCE TRACKS AND TRACK CHAIRS

All conference submissions must be assigned to one of the available thematic tracks. Each submission should only be submitted to one track. Please select the track that best aligns with your paper from the list provided:

Cross-cultural Consumer Behavior

- Stanford Westjohn, University of Alabama, sawestjohn@cba.ua.edu
- Sevincgul Ulu, Southern Illinois University, s.ulu@siu.edu

Export and Import Management

- Ana Lisboa, Polytechnic University of Leiria, ana.lisboa@ipleiria.pt
- Claude Obadia, ESCE Paris, claude.obadia@esce.fr

Firm Internationalization, Market Entry, and Market Exit

- Pejvak Oghazi, Södertörn University, pejvak.oghazi@sh.se
- Abdul Rehman Ashraf, Brock University, arehman@brocku.ca

Global Brand Management

- Ayşegül Özsoy, Koc University, OZSOMERA@ku.edu.tr
- Cristobal Barra, University of Chile, cbarra@fen.uchile.cl

Global Consumer Research

- Stefania Borghini, Bocconi University, stefania.borghini@unibocconi.it
- Brittney Bauer, Loyola University New Orleans, bbauer4@luc.edu

Global Entrepreneurship



- Francis Donbesuur, University of Leicester, f.donbesuur@leicester.ac.uk
- Robert Morgan, Cardiff University, MorganRE@cardiff.ac.uk

Global Ethics, Sustainability, and Corporate Social Responsibility

- Karolos A. Papadas, University of York, karolos.papadas@york.ac.uk
- Shuili Du, University of New Hampshire, shuili.du@unh.edu

Global Innovation and New Product Development

- Giuseppe Pedeliento, University of Bergamo, giuseppe.pedeliento@unibg.it
- Narongsak (Tek) Thongpapanl, Brock University, nthongpa@brocku.ca

Global Marketing Communications

- Paola Castellani, University of Verona, paola.castellani@univr.it
- Colin Campbell, University of San Diego, colincampbell@sandiego.edu

Global Marketing Research, Big Data, and Analytics

- Marco Visentin, University of Bologna, marco.visentin@unibo.it
- Filippo Dall'Olio, Brock University, fdallolio@brocku.ca

Global Marketing Strategy

- Denish Shah, Georgia State University, shah@gsu.edu
- Matthew Robson, Cardiff University, RobsonM@cardiff.ac.uk

Global Relationship Marketing and Channel Management

- Dionysis Skarmeas, Athens University of Economics and Business, dskarmeas@aueb.gr
- Colleen Harmeling, Florida State University, charmeling@business.fsu.edu

Global Retailing, Services, and E-Commerce

- Gary Gregory, University of New South Wales, g.gregory@unsw.edu.au
- Marco Ieva, University of Parma, marco.ieva@unipr.it

Global Supply Chain

- Ismail Gölgeci, Aarhus University, i.golgeci@btech.au.dk
- Federico Brunetti, University of Verona, federico.brunetti@univr.it

Global Sales Management

- Cinthia Satornino, University of New Hampshire, Cinthia.Satornino@unh.edu
- Nicholas Paparoidamis, Burgundy School of Business, nicholas.paparoidamis@bsb-education.com

International Marketing Education

- John D Branch, University of Michigan, jdbranch@umich.edu
- Annette Popp Tower, Clemson University, atower@clemson.edu

Special Session Proposals

- Giuseppe Musarra, University of Leeds, G.Musarra@leeds.ac.uk
- Stavroula Spyropoulou, University of Leeds, S.Spyropoulou@lubs.leeds.ac.uk

SUBMISSION

Please submit your papers and/or extended abstracts electronically using the [EasyChair](#) conference management system. The submission system will open on October 15, 2023. A manuscript should only be submitted to one track. For up-to-date information about the conference and related events, please check the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chairs.



We welcome two types of submissions:

1. Competitive Sessions – Two types of submissions are allowed in competitive sessions:
 - (a) full paper submissions which must be 40 double-spaced pages or less, inclusive of all materials, including appendices and references.
 - (b) shorter submissions (i.e., extended abstracts) focusing on projects that are advanced enough and show good potential.
2. Interactive Sessions – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to the interactive sessions. These sessions are held in poster-style or roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive submissions can be of an extended abstract nature and no more than 10 double-spaced pages.

KEY DATES

Submission Open: October 15, 2023

Deadline for Submission (Conference & Doctoral Consortium): December 31, 2023

Acceptance notification: January 28, 2024

Registration Open: February 1, 2024

Early Bird deadline: March 31, 2024

Conference Dates: May 24-26, 2024

PARTNERS

