

Time	Session Title	Room
08:30-10:00	1A Special Session: Rethinking Academia in the Age of AI	2B48
	1B Marketing in Emerging Markets	1B08
	1C Global Marketing Strategy I	1B16
	1D Global Luxury Marketing	2B08
	1E Global Consumer Research I	2B16
10:00-10:45	REFRESHMENT BREAK & CONFERENCE OPENING REMARKS	
10:45-12:15	2A Special Session: Navigating Grand Challenges in Global Marketing	2B48
	2B Global Brand Management I	1B08
	2C Global Consumer Research II	1B16
	2D Firm Internationalization, Market Entry, and Market Exit	2B08
	2E Global Consumer Research III	2B16
12:15-13:15	LUNCH	
13:15-14:15	3 MEET THE EDITORS 1: International Marketing	Auditorium 4
14:30-16:00	4A Special Session: Advancing Global Marketing for a Sustainable World	2B48
	4B Global Marketing Communications I	1B08
	4C Global Ethics, Sustainability, and Corporate Social Responsibility I	1B16
	4D Global Brand Management II	2B08
	4E Global Marketing Strategy II	2B16
16:00-16:30	REFRESHMENT BREAK	
16:30-18:00	5A Global Marketing Research, Big Data, and Analytics	2B48
	5B Global Ethics, Sustainability, and Corporate Social Responsibility II	1B08
	5C Global Marketing Communications II	1B16
	5D Global Retailing, E-Commerce, and Supply Chain Research	2B08
	5E Global Ethics, Sustainability, and Corporate Social Responsibility III	2B16

Time	Session Title	Room
08:30-10:00	6A Global Marketing Strategy III	2B48
	6B Global Brand Management III	1B08
	6C Global Consumer Research IV	1B16
	6D JIM Special Issue Session I	2B08
	6E Global Entrepreneurship	2B16
10:00-10:45	REFRESHMENT BREAK	
10:45-12:15	7A Special Session: Traveling the Academic-Practice Road in International Marketing	2B48
	7B Global Consumer Research V	1B08
	7C Global Ethics, Sustainability, and Corporate Social Responsibility IV	1B16
	7D Global Innovation and New Product Development	2B08
	7E JIM Special Issue Session II	2B16
12:15-13:15	LUNCH	
13:15-14:15	8 MEET THE EDITORS 2: (General) Marketing	Auditorium 4
14:30-16:00	9A Special session: The Future of International Marketing Research	2B48
	9B Global Consumer Research VI	1B08
	9C Global Marketing Education I	1B16
	9D Learning and Global Communications	2B08
	9E JIM Special Issue Session III	2B16
16:00-16:30	REFRESHMENT BREAK	
16:30-18:00	10A Global Consumer Research VII	2B48
	10B Global Brand Management IV	1B08
	10C Aspects of Global Communication and Value Cocreation	1B16
	10D Global Marketing Education II	2B08
	10E Global Luxury, Identity, and Sustainability	2B16