



CALL FOR PAPERS

2026 AMA Global Conference

May 27–29, 2026
Nice, FRANCE

"Redefining Global Marketing through Innovation, Sustainability, and Societal Value"

Submission Deadline: December 10, 2025

Conference Chairs

Magnus Hultman, Peter Magnusson, Goksel Yalcinkaya

Conference Local Partners

Catherine Aussilhou, Mantiaba Coulibaly, Mohamed Didi-Alaoui, Katharina Zeugner-Roth

Doctoral Consortium Chairs

Fabian Bartsch, Annie Cui, Timo Mandler, Katharina Zeugner-Roth

Join us May 27–29, 2026, in the sun-drenched city of Nice, France, for the annual AMA Global Conference, a vibrant gathering where leading scholars and emerging researchers come together to explore the frontiers of global marketing. Under this year's theme **“Redefining Global Marketing through Innovation, Sustainability, and Societal Value,”** we invite you to reflect on how groundbreaking strategies, responsible business practices, and a commitment to social impact are reshaping our global marketing field and driving long-term growth.

This year's program features an engaging mix of interactive sessions, a doctoral consortium designed to support early-career academics, and lively panel discussions that tackle the most pressing challenges and opportunities in global marketing. You will have abundant opportunities to present your work, exchange ideas with international colleagues, and forge new collaborations against the backdrop of the French Riviera's iconic promenades, colorful markets, and world-class museums.

We welcome research that crosses borders in every respect whether you study consumer behavior in emerging markets, relationship marketing across cultures, the dynamics of global supply chains and market entry, or the integration of sustainability and corporate social responsibility into brand-building efforts. Previous conferences have been hosted in Sydney (2025), Verona (2024), Santiago (2023), Crete (2022), Taormina (2021), Buenos Aires (2019), Santorini (2018), and Havana (2017), and we are excited to continue this tradition of international exchange in Nice. Consider submitting your paper and become part of a community that is redefining global marketing for tomorrow's world.

CONFERENCE VENUE

Nestled between the Mediterranean and the Alps, Nice charms with its sunlit coastline, vibrant Promenade des Anglais, and winding streets of the Old Town. Its blend of Baroque, Belle Époque, and Art Deco architecture houses treasures like the Matisse and Chagall museums alongside a thriving contemporary art scene.

Thanks to its UNESCO “Riviera Winter Resort City” status, Nice has long been a magnet for artists, writers, and travelers seeking mild winters and creative inspiration. Whether you are sampling fresh seafood by the sea, hiking up to panoramic hilltop views, or simply soaking up the warm Mediterranean breeze, this city's effortless blend of culture, cuisine, and scenery makes it the perfect backdrop for the AMA Global Conference.

CONFERENCE HIGHLIGHTS

1. **Journal of International Marketing (JIM) Special Issue** – A dedicated special session for the Journal of International Marketing (JIM) special issue, “Global Sustainability and Innovation in International Marketing,” will take place during the conference. Authors considering a submission to this special issue are invited to submit their extended abstracts to the 2026 AMA Global Marketing Conference's [EasyChair](#) submission system, where guest editors will provide feedback.
2. **Doctoral Consortium** – The Consortium gives doctoral students the chance to sharpen their research ideas, navigate the complexities of international marketing studies, and lay the foundation for a successful academic career—while also expanding their professional network.
3. **Unique Cultural Experience** – Set along the sunlit Mediterranean shore, Nice captivates with a UNESCO-recognized blend of Roman ruins, Baroque churches, Belle

Époque palaces, and over 4,000 Art Deco buildings, all complemented by world-class museums such as the Matisse and Chagall, vibrant local festivals, and a thriving contemporary art scene that brings millennia of Mediterranean culture to life.

4. **Network With the World's Leading International Marketing Scholars** – The conference program will be designed to enhance opportunities for professional development and networking. Several of the world's leading experts in international marketing have expressed their commitment to attending the conference.

DOCTORAL CONSORTIUM

This Consortium is a great opportunity for Ph.D. students focusing on international and cross-cultural marketing to fine-tune their research ideas and get a better grasp of the challenges in this field. It is also a chance to get some insights on building a successful career and to expand their professional network. Each Ph.D. student will present a working paper and receive insightful comments and constructive suggestions from leading scholars.

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

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

Interested Ph.D. students should apply through conference [EasyChair](#) submission system.

CONFERENCE TRACKS AND TRACK CHAIRS

All conference submissions need to be categorized under one of the designated thematic tracks. Each submission should be submitted to only one track using [EasyChair](#) submission system. Please choose the track that best matches your paper from the provided list:

Cross-cultural Consumer Behavior
Export and Import Management
Firm Internationalization, Market Entry, and Market Exit
Global Brand Management
Global Consumer Research
Global Entrepreneurship
Global Ethics, Sustainability, and Corporate Social Responsibility
Global Innovation and New Product Development
Global Marketing Communications
Global Marketing Research, Big Data, and Analytics
Global Marketing Strategy
Global Relationship Marketing and Channel Management
Global Retailing, Services, and E-Commerce
Global Supply Chain
Global Sales Management
Global Luxury Marketing
Global Education
Special Session Proposals

SUBMISSION

Please submit your papers and/or extended abstracts electronically using the conference [EasyChair](#) submission system. The submission system will open on September 1, 2025. 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 no more than 40 double-spaced pages, 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 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: September 15, 2025

Deadline for Submission: December 30, 2025

Acceptance Notification: December 31, 2025

Registration Open: January 15, 2026

Early Bird Deadline: March 1, 2026

Conference Dates: May 27-29, 2026

PARTNERS