



Call for Papers

AMA Global Marketing SIG Conference

<https://www.amaglobalsig.org/santiago2023>

**May 30-June 2, 2023
Edificio Genesis
Universidad de Chile
Santiago, Chile**

“Global Marketing as a Force for Good”

Submission Deadline: December 4, 2022

Conference Co-Chairs

Cristobal Barra, Kelly Hewett, Costas Leonidou, Peter Magnusson, and Sergio Olavarrieta

Academic Program Committee

Magnus Hultman, Peter Magnusson, and Stavroula Spyropoulou

Doctoral Consortium Committee

Cristobal Barra, Annie Cui, Daekwan Kim, and Costas Leonidou

With the world experiencing seemingly constant upheaval, such as the global pandemic, wars, and climate change, the theme of this year's conference will explore how global marketing can contribute to solving global challenges and ensure a more sustainable, peaceful, and collaborative future.

The 2023 AMA Global Marketing SIG (GMSIG) conference will continue to reflect on the achievements, challenges, and development of the field of Global Marketing through academic paper presentations, interactive poster sessions, doctoral consortium, academic keynotes, and panel discussions on key themes. The conference aims to provide all participants with opportunities to hear, think, and contribute creatively to the continuing formation of the global marketing field.

Throughout its history, GMSIG has accepted papers from a range of marketing sub-fields with a global touch, including consumer behavior, relationship marketing, inter-organizational, 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 welcomes all authors who are interested in managerial, policy and social issues related to global marketing.

Conference Venue

Santiago is the commercial, cultural, and political center of Chile, and one of the largest cities in South America. Thanks to its steady economic growth over the past few decades, the city has transformed into a modern metropolis, and it is the regional hub of many multinational enterprises.

The conference will be hosted by Universidad de Chile in its brand-new, state-of-the-art facility, the *Edificio Genesis*. It promises a comfortable, high-tech environment, situated in the heart of the innovative and trendsetting Las Condes neighborhood.

Beyond Santiago, Chile has a world-class wine industry and top wineries are just a short trip away from Santiago. To see all of Chile, however, requires a bit more time as it's one of the world's longest countries stretching from the arid desert in the North down to the Tierra del Fuego in the South, and perhaps also including a visit to the Easter Islands in the middle of the Pacific.

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** – We invite doctoral students with a focus on the intersection of marketing and international business to participate. The Consortium will provide a unique opportunity for doctoral students to further develop their research ideas, learn about the challenges of conducting international marketing research and building a successful academic career in this field, and broaden their professional network.
3. **Unique Cultural Experience** – Santiago has emerged as a major modern metropolis with a thriving food and cultural scene, and a combination of traditional Spanish colonial architecture and modern glass façade buildings. The conference is a wonderful opportunity to experience this vibrant city, perhaps explore some of South America's best skiing only about an hour from Santiago, or a visit to the Pacific coast in Valparaiso.

4. **Network with the World's Leading International Marketing Scholars** – The conference program will be designed to maximize professional development and networking opportunities. Several of the world's leading thinkers in international marketing have confirmed their intentions to participate in the conference.

Conference Tracks

All conference submissions need to be categorized into one of the thematic tracks available below. Each submission must be submitted to only one track. Please select the track closest to your paper from the list below:

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

Submission Instructions

Please submit your papers and/or extended abstracts electronically using the **EasyChair** conference management system. The submission system will be opened on **October 10, 2022**. A manuscript should only be submitted to one track. All manuscripts and proposals must be submitted by **December 4, 2022**. 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 50 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.

To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Authors should do the following:

- Do not include a front-page with author-identifying information.
- Remove the author-identifying information from the document's file properties. In Word, this can be done by using/clicking on the "Properties" feature (use Word's Help resource for further details on how to use it).

Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into the competitive sessions while lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited and therefore sometimes fully developed papers will be placed in an interactive format session due to space considerations.

After Submission

All competitive manuscript submissions will be subject to a blind review process and will be evaluated based on interest in the international marketing community, relevance to international marketing research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions.

Doctoral Consortium

The Doctoral Consortium is a workshop for Ph.D. students from all over the world and will take place prior to the opening reception on May 30, 2023.

This Consortium will provide an opportunity for Ph.D. students with an interest in international and cross-cultural marketing (broadly defined) to further develop their research ideas, learn about the challenges of conducting research in international marketing and build a successful academic career in this field. In addition, students will be able to broaden their professional networks in the area.

The goal of the Consortium will be to provide a supportive discussion among doctoral students and the participating faculty on topics such as:

- Trends in international marketing research
- Challenges in carrying out high-impact international marketing research aimed at top journals
- Managing the dissertation and the job search process; and
- Starting an academic career

In addition, students will have the opportunity to receive feedback on their current research projects submitted to the conference as well as ideas and guidance for their future research agenda.

The Consortium will consist of a combination of panel discussions with leading scholars in the field, focusing on the topics listed above and small group discussions in which students will share their current projects and receive feedback/guidance. To facilitate a constructive dialog, the ideal candidates for the Consortium are doctoral students in international marketing or business who are focusing on developing their research agenda.

Students should apply via the **EasyChair** conference management system. Please include:

1. A letter stating your stage in the Ph.D. program and research interests.
2. Abstract of a current research project focused on international marketing. Please include the title, author information, abstract, keywords, and research summary. Diagrams, tables, and references should be provided at the end of the document. The abstract should succinctly cover the research question, theoretical background, the proposed research design, and intended contribution.

A limited number of travel stipends will be available for consortium participants. Please note on your application your need for a travel stipend.

Important Dates

- Submissions to EasyChair Open: October 10, 2022
- Deadline for Submission for Conference and Doctoral Consortium: December 4, 2022
- Acceptance Notification: January 27, 2023
- Author Registration Open: January 27, 2023
- Early Bird Deadline: March 31, 2023
- Conference Dates: May 30-June 2, 2023

Local Arrangements Committee



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