



International Society of Marketing

CALL FOR PAPERS

2022 Spring Conference

(ISM is an affiliate organization of [MBAA -International](#))

Opportunities and Challenges for the Future of Marketing

Palmer House, Chicago IL

March 23-25, 2022

It's time to think about submitting your articles and ideas and plan to register for the **International Society of Marketing** 2022 Spring Conference to be held at the beautiful and historic Palmer House Hilton Hotel (palmerhousehiltonhotel.com) in Chicago's vibrant Downtown, March 23-25, 2022.

This year's theme is ***Opportunities and Challenges for the Future of Marketing***. Building on our many successes in the past, this three-day venue continues to attract innovative marketing educators and scholars worldwide that afford the opportunity to share one's insights and ingenuity in the form of scholarly papers, panel sessions, discussions, fire sessions and more. You are encouraged to submit in any of these formats. In addition, the ISM actively encourages PhD students and faculty to submit their work.

As we innovate, a **Special Marketers' Session** will be held to allow practitioners to share best practices and challenges they went through during the past year. To support a participant, send a 200-word abstract to the Program Chairs.

The submission deadline will be **January 7, 2022**. The submission link for papers and special sessions is: <https://forms.gle/sDvMWfzsZVRn1jsy6> (copy & paste)

Thank you and we look forward to you being a part of this inaugural conference and for joining us at one of the greatest networking conferences in the country!

International Society of Marketing
Spring Conference Program Co-Chairs:
Linda Ferrell, Roth Family Professor of Marketing & Business Ethics
O.C. Ferrell, James T. Pursell Sr. Eminent Scholar in Ethics
Director, Center for Organizational Ethical Cultures
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Tracks & Chairs

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International, Diversity, & Inclusion Marketing

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Marketing Education

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Marketing Practice in the Post-Covid World

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Marketing Management & Strategy

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Selling & Sales Management

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Services & Frontline Consumer Relationships

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Sharing Economy & Digital Marketplaces

Mark Gleim & Alex Davidson, Track Chairs
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Sports, Tourism & Events Marketing

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The Future of Marketing Education

Joe Alexander & Lora Harding, Track Chairs
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Meet the Editors

Chris Hopkins, Track Chair
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Special Sessions/Panels

Debbie Thorne, Track Chair
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Guidelines for Paper, Abstract, & Panel Presentation Proposal Submission

Authors should submit papers, abstracts and panel proposals through this link:

<https://forms.gle/potY2E1fnxvp7JnW9>

SUBMISSION DEADLINE: January 7, 2022.

- By submitting a manuscript or panel presentation proposal, authors indicate that this is original work that has not been previously published and is not under review elsewhere.
- Authors also agree to present accepted submissions during the conference—virtually or in-person.
- Authors agree that at least one author will register for the conference. Any authors presenting must be registered.
- All submissions must be a minimum of 750 words excluding references, figures and tables.
 - Full-length papers should be no longer than 12 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
 - Abstracts should be no more than 5 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
 - Panel presentation proposals should be no longer than 2 double spaced pages and should indicate list of participants (minimum of 3).
- Manuscripts should strictly adhere to the reference style used by the *Journal of Marketing*.
- Each submission is to have a title page with the authors' names, affiliations, addresses, and e-mails. The preferred method of author contact will be through e-mail.
- The title of the paper should appear on the first page of the manuscript, followed by a 100-word abstract, single-spaced.
- Submissions with multiple authors should indicate the corresponding author
- Authors should avoid revealing their identities in the body of the paper or abstract.
- After acceptance, authors agree to send final versions of submissions for publication in the proceedings.

To volunteer as a paper reviewer, discussant or session chair, please contact the appropriate track chair.

AWARDS

Track and overall conference awards will be announced at the conference.

You won't want to miss out on the inaugural **O.C. and Linda Ferrell Marketing Practitioner Session** featuring presentations at the Spring Conference by marketing practitioners from prominent corporations from the Chicago area and beyond.

For more information about the International Society of Marketing and its conferences, please look at the *new* ISM website:

internationalsocietyofmarketing.org