



CALL FOR PAPERS – DEADLINE 2/1/24 **ISM 2024 Spring Conference**

Intersections: Technology in Marketing Education & Practice

Palmer House Hilton, Chicago IL
April 10-12, 2024

We welcome your submissions and participation in the **International Society of Marketing's** 2024 Spring Conference, April 10-12, 2024.

This year's theme of ***Intersections: Technology in Marketing Education & Practice*** highlights the moment, as we seek to understand how to manage AI and other technology innovations in our current practices and partnerships. It also pushes us to think about where we are headed, and how educators and practitioners might evolve and grow. Held in downtown Chicago's historic Palmer House Hilton as part of the 60TH MBAA International Conference, this event promises three days of insight, conversation, and collegiality.

The deadline for submission is **now February 1, 2024.**

Competitive papers, panel proposals, and practitioner/special sessions are welcome for any of the tracks listed. Reviewers, discussant, and session chair opportunities are also still available. Please consider serving, and helping to grow our ISM volunteer base.

In addition to competitive paper and panel sessions, we will be offering on-site and off-site practitioner sessions, a great chance to learn from our colleagues in the field. We are also excited to offer the 2nd Annual LHBS Societal Impact Award, sponsored by Monmouth University – please see the attached separate call for submission information.

Please reach out if you have any questions. Looking forward to your submissions and seeing you all in Chicago!

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Tracks & Track Chairs

Consumer Behavior

Ashley Bonsonac, Monmouth University, abosonac@monmouth.edu

Integrated Marketing Communication

Suzanne Altobello, The University of North Carolina – Pembroke, altobello@uncp.edu

Marketing Education

Lori Lohman, Augsburg University, lohman@augsborg.edu

Sports, Entertainment & Experiential Marketing

Jebediah Gorham, Midway University, jgorham@midway.edu

Marketing Research & Analytics

Maxwell Hsu, The University of Wisconsin-Whitewater, hsum@uww.edu

Marketing Management, Technology & Strategy

David Rylander, Texas Woman's University, drylander@twu.edu

Ethics, Social, Diversity and Inclusion Marketing

Stacey Hills, Columbia-Greene Community College, stacey.hills@sunycgcc.edu

Guidelines for Paper, Extended Abstract & Panel Proposal Submission

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

<https://new.precisionconference.com/mbaa>

SUBMISSION DEADLINE: February 1, 2024

By submitting a manuscript or panel presentation proposal, authors:

- Acknowledge that this is original work that has not been previously published, presented or is under review elsewhere.
- Agree that at least one author will create an account on the new submission system in order to submit work. Submissions with multiple authors should indicate the contact person. The preferred method of author contact will be e-mail.
- Agree to present accepted submissions during the conference.
- Agree that at least one author will register for the conference. Any authors presenting must be registered.

Awards

Full papers will be considered for Best Paper in Track and Overall Best Paper awards. The 2nd Annual LHBS Societal Impact Award will also be announced at the ISM Brunch and Business Meeting.

Volunteering

To serve as a reviewer, session chair or discussant, please contact the appropriate Track Chair.

Submission Guidelines

- All submissions must be a minimum of 750 words excluding references, figures and tables. All submissions should be double-spaced, 12pt. Times New Roman font.
 - Full-length papers: Maximum 12 pages including references, figures, and tables.
 - Extended abstracts: Maximum 5 pages including references, figures, and tables.
 - Panel presentations: Maximum 2 pages and should indicate a minimum of 3 participants.
- Manuscripts should strictly adhere to the reference style used by the Journal of Marketing.
- Each submission should include:
 - Title Page with authors' names, affiliations, addresses, and e-mails.
 - Paper Title on first page of the manuscript, followed by a 100-word abstract, single-spaced
 - Authors should avoid revealing identities in the body of the paper or abstract.
- After acceptance, authors agree to send final versions of submissions for publication in the proceedings.

Conference Information

For conference registration & hotel information, please visit: <https://mbaainternational.org/default.aspx>