



ISM 2025 Spring Conference
CALL FOR PAPERS
DEADLINE EXTENDED TO FEB 9, 2025

Meaningful Metrics for Research, Pedagogy, and Life
Palmer House Hilton, Chicago IL
April 9-11, 2025

We welcome your submissions and participation in the **International Society of Marketing’s** 2025 Spring Conference with MBAA International in Chicago, IL April 9-11, 2025. Held in downtown Chicago’s historic Palmer House Hilton as part of the 61st MBAA International Conference, this event promises three days of insight, conversation, and collegiality.

This year's MBAA theme is **Meaningful Metrics for Research, Pedagogy, and Life**. In a world of assessment, KPIs, and ROI, how do we measure the impact of the work we do as researchers and educators? *This theme is especially relevant for our ISM Societal Impact Award, sponsored by the Leon Hess Business School at Monmouth University.*

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

In addition to presentations and panel sessions, we will again be offering an on-site practitioner session sponsored by Constellation Brands and an off-site practitioner field trip, which is a great chance to learn from our colleagues in the field. We are also excited to offer the **3rd Annual LHBS Societal Impact Award**, sponsored by Monmouth University – please see the website <https://internationalsocietyofmarketing.org/lhbs-societal-impact-award/> for additional details for submission information (award require a full paper submission). Please reach out if you have any questions. Looking forward to your submissions and seeing you all in Chicago!

Suzanne Altobello, Program Chair, University of North Carolina Pembroke, altobello@uncp.edu

Tracks & Track Chairs

<i>Consumer Behavior</i> Ashley Bosonac, Monmouth University, abosonac@monmouth.edu	<i>Integrated Marketing Communication</i> Andrea Bennett, Texas Woman’s University, abennett16@twu.edu
<i>Artificial Intelligence & the Marketing</i> Suzanne Altobello, University of North Carolina – Pembroke, altobello@uncp.edu	<i>Marketing Education</i> Lori Lohman, Augsburg University, lohman@augsborg.edu
<i>Sports, Entertainment & Experiential Marketing</i> Jebediah Gorham, Midway University, jgorham@midway.edu	<i>Marketing Research & Analytics</i> Maxwell Hsu, The University of Wisconsin-Whitewater, hsum@uww.edu
<i>Marketing Management, Technology & Strategy</i> David Rylander, Texas Woman’s University, drylander@twu.edu	<i>Ethics, Social, Diversity and Inclusion Marketing</i> Stacey Hills, Columbia-Greene Community College, stacey.hills@sunycgcc.edu

Guidelines for Paper, Extended Abstract & Panel Proposal Submission

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

<https://event.fourwaves.com/mbaai2025/submission>. (Select “International Society of Marketing (extended abstract)” in the first Submission dropdown menu)

- **SUBMISSION DEADLINE: February 9, 2025**

Submission Guidelines for ISM **NEW FOR 2025!**

- Extended abstracts & Panel proposals accepted; full papers only for Societal Impact Award submissions
- All submissions must be a **minimum** of 750 words excluding references, figures and tables. All submissions should be single-spaced, 12pt. Times New Roman font.
 - Extended abstracts should be **ONE FILE with two SECTIONS** (Title section and Extended Abstract section), single spaced with a maximum of 2-3 pages. **See an example template here:** <https://internationalsocietyofmarketing.org/wp-content/uploads/2025/01/ISM-example-Extended-Abstract-Template.pdf>
 - Title Section with Title of paper, authors’ names, affiliations, contact information, keywords, and one sentence paper description.
 - Extended abstract section including: the research question (200-250 words), method and data if applicable (200-250 words), summary of findings (200-400 words), and statement of key contributions (200-250 words)
 - Panel presentations: Maximum of 2 pages, single spaced, and should indicate a minimum of 3 participants. Submit as much detail as possible for the content of the panel (background, relevance to ISM, presentation content and time allotment needed per participant/activity)

By submitting an extended abstract 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.
- Agree to allow ISM to publish the final extended abstract and/or panel submissions in the conference proceedings.

Conference Information

Early Conference Registration fee: \$265, Regular Registration fee: \$315

Free Entertainment : Enjoy two free, fun nights in the city with music and open bar--all at no additional charge

International Society of Marketing Brunch: \$25

For conference registration, please visit: <https://event.fourwaves.com/mbaai2025/registration>

For conference hotel reservation, please visit: <https://book.passkey.com/event/50891127/owner/1455/home>