



ISM 2026 Spring Conference
CALL FOR PAPERS
New submission deadline January 31, 2026

What's Next and What's Right?
Trends and Best Practices in the Academy & Research

Palmer House Hilton, Chicago IL
March 25-27, 2026

We welcome your submissions and participation in the **International Society of Marketing's** 2026 Spring Conference with MBAA International in Chicago, IL March 25-27, 2026. Held in downtown Chicago's historic Palmer House Hilton as part of the 62nd MBAA International Conference, this event promises three days of insight, conversation, and collegiality.

This year's MBAA theme is **What's Next and What's Right: Trends and Best Practices in the Academy & Research**. You are invited, as educators and scholars worldwide, to share your insights and experience on this topic--*and other timely topics in our discipline*. *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 **4th 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 (**eligibility for the award requires 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 Bonsonac, 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>	<i>Ethics, Social, Diversity and Inclusion Marketing</i> Stacey Hills, Columbia-Greene Community College, stacey.hills@sunycgcc.edu

David Rylander, Texas Woman's University, drylander@twu.edu	
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Guidelines for Paper, Extended Abstract & Panel Proposal Submission

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

<https://event.fourwaves.com/mbaai2026/submission> (Select "International Society of Marketing (extended abstract)" in the first Submission dropdown menu)

- **SUBMISSION DEADLINE: January 31, 2026**

Submission Guidelines for ISM

Extended abstracts & Panel proposals accepted; **full papers only for Societal Impact Award submissions** (Select "Leon Hess Societal Impact Award (ISM)" in the first Submission dropdown menu)

- 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: Maximum of 2-3 pages, single spaced
 - Title Section with authors' names, affiliations, contact information, keywords, and one sentence paper description.
 - Extended abstract section including these sections: 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)
 - EXAMPLE OF FORMATTING FOR EXTENDED ABSTRACT: <https://internationalsocietyofmarketing.org/wp-content/uploads/2025/01/ISM-example-Extended-Abstract-Template.pdf>
 - 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

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