



Academy of Marketing Science

Call for Papers

2013 Academy of Marketing Science Annual Conference
Monterey, CA -- Portola Plaza Hotel at Monterey Bay

May 15 – 18, 2013

<http://ams-web.org/cde.cfm?event=379890>

Conference Theme: Ideas in Marketing: Finding the New and Polishing the Old

Conference Program Co-Chairs:

Leyland Pitt, Simon Fraser University

Constantine Katsikeas, University of Leeds

"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen."

— John Steinbeck

Ideas change the world, and really powerful ideas transform the way we live and think. Exactly 50 years ago Thomas Kuhn coined the term "paradigm shift" – that moment when our worldview fundamentally changes because of a new idea, as when people understood that the sun does not revolve around the earth or that climate change is altering the way we will all have to live. As Kuhn had it, "A paradigm is what members of a scientific community, and they alone, share." Marketing has always been a powerful source of new ideas, and this has recently been put into overdrive as new technologies and media change the way the world markets, and customers respond. At the same time, many of marketing's good ideas are not so much outdated, as in need of a good polish. The theme of the 2013 is on searching for, and identifying new ideas in marketing, and also modifying, polishing and buffing the many good ideas marketing has already brought to the organizational table.

We invite scholars across all of the disciplines within marketing to submit their new ideas, their research results, and their repolishings of good existing ideas, as well as their ideas for special sessions that have direct or tangential connection to the conference theme. Also, we welcome ideas that may not be directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included are also of interest, and we encourage your submission(s).

The venue of the conference is magical Monterey, California – a previous Spanish and Mexican capital of Alta California, city of Steinbeck, home to the world-renowned Monterey Bay Aquarium, Fisherman's Wharf and the annual Monterey Jazz Festival. John Steinbeck immortalized Monterey in his novels Cannery Row, Tortilla Flat and East of Eden. Visitors can enjoy a meal on Cannery Row overlooking Monterey Bay, or venture a little further to explore 17 Mile Drive, perhaps bump into Clint Eastwood in the neighboring town of Carmel, or view the 7th hole at nearby Pebble Beach, reputedly the most beautiful hole on one of the world's most legendary golf courses.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair listed below. Important Note: it is against AMS policy to submit the same paper or special session proposal to multiple tracks. We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science.

Program Chairpersons

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Guidelines for Submitting Manuscripts and Special Session Proposals

All manuscripts and special session proposals are to be submitted using a pdf document via the on-line submission process at the following website:
<http://ams-web.org/cde.cfm?event=379890>.

In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission.

Manuscripts should follow the Journal of the Academy of Marketing Science style guidelines (found at <http://www.jams.org>). Competitive research papers may be submitted either as:

- (1) a full paper or
- (2) a structured abstract.

Full paper submissions should not exceed 20 double-spaced pages (Times New Roman or Calibri 12 pt. font) in total length including all exhibits and references. Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number) will be requested as part of the submission dialog. Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double blind reviewed. Only papers submitted as full papers can be published as full papers. Full papers may also be published as one page abstracts in brief.

Structured abstract submissions are allowed and should not exceed 5 single-spaced pages following the same style guidelines as above. A sample structured abstract can be found on the conference web page. Structured abstracts can only be published as structured abstracts or as one page abstracts in brief.

Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) submit the manuscript in correct format in a timely fashion according to the instructions provided by the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be allowed at the rate of US\$50 per page over the limit. Any accepted manuscripts not presented at the conference will not be published in an AMS Proceedings. Accepted papers will undergo a further edit for style prior to the meeting and final pdf files will be uploaded to the system for submission to the Proceedings Editor. Detailed instructions will be provided by the Proceedings Editor at that time. It is ultimately the author's responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format. Membership (current at the time of the meeting) in AMS for all authors not attending the meeting is expected and appreciated.

Special session/panel proposals can be submitted through the conference management system to the appropriate track. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Please contact the respective track chair prior to uploading a special session proposal submission. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to the AMS Fellows. Please contact an appropriate program manager with your ideas.

AMS Web Site: www.ams-web.org

Annual Conference Home Page: <http://ams-web.org/cde.cfm?event=354530>

Submission Deadline: December 7, 2012

Conference Track and Track Chairs:

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