



# Academy of Marketing Science

## CALL FOR PAPERS

2009 World Marketing Congress

Oslo, Norway

July 22-25, 2009

Submission Deadline: October 1, 2008

Conference Theme – “Marketing in Transition: Scarcity, Globalism, and Sustainability”

Conference Co-Chairs:

Victoria L. Crittenden, Boston College, USA

Linda Ferrell, University of New Mexico, USA

Goran Svensson, Oslo School of Management—Campus Kristiania, Norway

Businesses around the world are facing a ‘changing playing field.’ We are more aware than ever of the impact of limited resources on all business decisions, especially those related to marketing strategy and implementation. As markets become borderless, we have an increasing responsibility to pursue marketing management with a sensitivity and concern for eco-responsibility and developing sustainable business practices, while maintaining excellence in all of our marketing activities. Everything we do in marketing will be affected by scarcity, globalism, and sustainability. This conference seeks to address these issues and more to provide a forum for discussing pertinent, emerging concerns in marketing.

The venue of the conference is at the *Oslo School of Management – Campus Kristiania*, which is located *in the heart of Oslo*. Within *walking distance*, one can experience the beauty and serenity of the great Scandinavian capital of Norway. The city of Oslo offers both urban and outdoor experiences. The conference venue is by the main commercial street and within walking distance to major tourist attractions (e.g. the Royal castle, the harbor area) and transport facilities (e.g. airport, buses, trains and taxis). The conference hotel is the Clarion Hotel Royal Christiania.

To participate, submit competitive papers (not abstracts) or special session proposals **electronically** 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 and the World Marketing Congress.

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### **Guidelines for Submitting Manuscripts and Special Session Proposals**

All manuscripts and special session proposals are to be submitted by e-mail as attached "word.doc" files to the appropriate track chairs. To facilitate the flow of papers, submissions originating in the United States should be submitted to one or both of the USA track co-chairs (if not one, please submit to both non-USA track co-chairs). Submissions originating outside of the United States should submit to one or both of the non-USA track co-chairs (if not one, please submit to both USA track co-chairs).

Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (found at <http://www.jams.org>). Papers **should not exceed 20 double-spaced pages** in total length including all exhibits and references. Be sure to include the title 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) on the cover. **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. Please do not identify authors in the paper beyond the cover page.

**Upon acceptance**, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published papers is five single-spaced pages. Longer papers (up to 10 pages) will be allowed at the rate of US\$50 per page or fraction thereof over

the limit of five pages. Authors of accepted paper can choose to publish a one-page abstract in the Proceedings. Any accepted manuscripts not presented at the conference **will not be published** in the AMS Proceedings. 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. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via e-mail, formatted according to the 2009 *WMC Proceedings* style guidelines (which will be supplied to you upon acceptance), by the Proceedings deadline.

Special session/panel proposals should be submitted by e-mail as attached "word.doc" files to the appropriate track chair. 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. 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.

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