



# Academy of Marketing Science

## CALL FOR PAPERS

### 2020 Academy of Marketing Science Annual Conference

*From Micro to Macro: Dealing with Uncertainties in the Global Marketplace*

May 20-22, 2020

The Biltmore Hotel Coral Gables, Florida



The global marketplace is full of uncertainties resulting from emerging technologies and disruptive innovations. For example, some large privately held start-ups, specifically those created in the last decade have recently gone public to manage risks with varied levels of success. Many of these are Hi-Tech companies that are leveraging artificial intelligence, machine learning, cloud computing, robotic automation, augmented reality, and other recent advancements. Some of these companies operate in what is known as the Sharing Economy and offer collaborative consumption opportunities. These digital technology companies are bringing incremental, as well as radical and disruptive innovations to the marketplace, sometimes challenging the status quo of long-standing incumbents and traditional industries. We see proliferation of automation in the service sector all the time. For example, front-line service employees are traded for screens at fast food restaurants, airports, and luxury hotels. Autonomous vehicles may soon replace the way we use rideshare services, taxis and public transit. On the other hand, there is immense potential of using automation towards social good. The proliferation of artificial intelligence in the health care sector is providing cost-cutting, time saving, and enhanced professional efficiencies to improve patient outcomes. All these innovations are profoundly impacting consumer experiences. With these challenging marketplace transformations, where do we go next? How do marketers balance maximization of stakeholder value with sustainable societal well-being? We invite authors to explore such micro to macro marketing issues and submit papers on related topics and subfields to 2020 AMS 48<sup>th</sup> annual conference, held in Coral Gables, Florida.

**The submission system will open mid-August. Paper and special session proposal submission will be due: October 15, 2019.**

Annual Conference Home Page: [2020 Annual Conference](#)

EasyChair Submission Home Page: [AMS2020](#)



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## CONFERENCE CO-CHAIRS:



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## AMS Conference Paper Policies

- Authors (or at least one author) of accepted papers are required to register for the Annual Conference AND to present the accepted research at the time designated in the conference program. Any research submission (competitive or special session) accepted for presentation but not presented at the conference will NOT appear nor be acknowledged in the official conference proceedings (Developments in Marketing Science) published by Springer.
- If at least one of the authors of a paper has not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper is subject to be deleted from the program. Thus, prior to submission, please consider the submission of the paper seriously and take into account any uncertainties about author(s) NOT being able to attend.
- All conference participants should be active AMS members.
- It is against AMS policy to submit the same paper or proposal to multiple tracks or to multiple conferences simultaneously, or to resubmit a previously accepted paper.
- An individual may not be an author or co-author on more than three competitive paper or structured abstract submissions. Authors risk having all submissions deleted from consideration for a violation of this rule. Every submission consumes resources from AMS and its volunteers.
- An individual requiring a visa to travel to the conference should apply for his/her visa in a timely manner and carefully consider the likelihood they can attend the conference prior to registering. Cancellation fees will apply to an individual who is unable to attain his/her visa. Authors facing visa issues should carefully consider a backup plan allowing a coauthor to present should visa/immigration problems prevent attendance.



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**Guidelines for Submitting Manuscripts and Special Session Proposals** Please submit structured abstracts, competitive papers or special session proposals electronically using the EasyChair conference management system, which can be accessed at the following website: <https://easychair.org/cfp/AMS2020>

**Full paper submissions** should not exceed 12 single-spaced pages or 7,000 words, whichever is less (Times New Roman 12 pt. font, 1 inch margins, see the [www.amsweb.org](http://www.amsweb.org) “help” tab for detailed formatting information) 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 with author identification in the submitted document file. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author(s) (address, e-mail address, phone) will be requested. Please be sure to spell all author names correctly. Misspelled names create problems in creating the program and effective communication. 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 in the proceedings as full papers. A full paper may also be published as a one-page abstract.

**Structured abstracts submissions** should not exceed 4 single-spaced pages following the guidelines at the [www.ams-web.org](http://www.ams-web.org) “help” page. A sample structured abstract is linked on the author submission guidelines at the [www.ams-web.org](http://www.ams-web.org) “help” page. Structured abstracts accepted for presentation are published as a one-page abstract in the Proceedings. Special session/panel proposals can be submitted through the conference management system to the special session submissions track. Proposals should contain a 50-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. If the special session contains individual presentations, each with its own unique “talk” title, then each presentation should be entered into the system separately with a unique identifier in the title tying it back to the special session. In other words, if the special session is about “Fun at AMS,” individual “talks” would have a title like: “Fun at AMS: How to Network Professionally at Receptions.” Please contact one of the special session submission co-chairs prior to uploading a 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 the appropriate track chairs with your ideas.

**Please note that only full papers will be considered for the available BEST paper awards.**

Additional guidelines and formatting requirements for submissions can be found at this link:

[https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/Help/Author/Author\\_Submission\\_Guidelines.pdf](https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/Help/Author/Author_Submission_Guidelines.pdf)



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## Guidelines for Submitting Materials for the Proceedings

Papers, structured abstracts, and special sessions accepted for the conference will be published in the conference proceedings, *Developments in Marketing Science* published by Springer. As noted above, a full paper submission may be published as a full paper or a one-page (min 250 – max 400 words) abstract; a structured abstract submission may be only published as a one-page (min 250 – max 400 words) abstract. The page limit for published full papers is min 9 to max 12 single-spaced pages. Longer papers (up to 18 pages) will be allowed at the rate of US\$50 per page over the limit.

Authors of all titled material (abstracts, full papers, special session descriptions) appearing in the Proceedings are required to release the copyright to the Academy of Marketing Science. As noted, any manuscripts not presented at the conference will not be published in an AMS Proceedings. Also, if at least one of the authors of a paper has not registered by the early bird deadline (approximately 6 weeks prior to the conference), the paper will be deleted from the program.

Material to be published in the proceedings should be uploaded to the EasyChair system by May 15, 2020. Detailed instructions will be provided by the Proceedings Editor approximately two months prior to the proceedings deadline. It is ultimately the author's responsibility to see that any paper accepted for publication is submitted to the EasyChair system on time and in the proper format.

Springer publishes the proceedings series for the annual conference in the *Developments in Marketing Science* series with a subtitle matching the conference theme. The official proceedings then will be available a few weeks following the conference.

Proceedings Editors

Shuang Wu (LSU – Alexandria, USA)

Felipe Pantoja (IESEG School of Management, France)

Additional guidelines and formatting requirements for the proceedings can be found at this link:

[https://cdn.ymaws.com/www.amsweb.org/resource/resmgr/misc/author\\_proceedings\\_guideline.pdf](https://cdn.ymaws.com/www.amsweb.org/resource/resmgr/misc/author_proceedings_guideline.pdf)  
Additional author instructions and examples of submissions and proceedings can be found at this link: <https://www.ams-web.org/page/Help>



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## Tracks and Track Chairs

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