

CALL FOR PAPERS

“Out of (and into) Africa”: International Symposium of Research on African Consumer Marketing and Firm Strategy

*(Sponsored by: Morgan State University and
Association of Consumer Research)*

May 24-25, 2018
Baltimore, Maryland

Symposium Co-Chairs:

***Haiyan Hu**, Earl G. Graves School of Business and Management, Morgan State University
Omar J. Khan, Earl G. Graves School of Business and Management, Morgan State University*

Symposium email: **AfricanMKTsymposium@morgan.edu**

We are delighted to invite scholars to participate in the first ever international symposium of research on consumers, marketing and firm strategy in the African context. We hope you can join us in Baltimore, Maryland on May 24-25, 2018 for this exciting event.

About the Symposium

The African continent has often been overlooked in the field of consumer research, despite the fact that it contributes over \$1.5 trillion in total GDP and that the disposable income of the middle class in the five major countries alone matches that of China (Bain, 2015). Total consumer spending has already surpassed that of Russia and is expected to double by 2020. Despite the promising social economic development in Africa and foreign marketers' enthusiasm toward its future growth, there is limited market or consumer research for marketing practitioners to draw on (McKinsey's, 2012). The literature review shows that existing knowledge on African consumption and behavior is fragmented. We set following three goals for this symposium:

1. Reviewing current knowledge on African consumers, marketing and firm strategy - highlighting gaps in our knowledge and understanding of the field in that African context.
2. Developing an agenda for future research
3. Fostering collaborations among consumer, marketing and firm strategy researchers of similar interests.

The symposium intends to provide opportunities for brainstorming and dialogues among researchers and marketing practitioners. We will especially encourage collaboration between academia and businesses in the US and those from all over Africa. The symposium is open to any and all scholars who have research work related to the conference theme, and these can include: academic faculty, doctoral students, policy makers, bureaucrats, think tank researchers, NGO experts, and senior corporate managers.

About Host City

Baltimore - the colorful, diverse city that is Maryland's largest city and economic hub, is known for its beautiful harbor; quirky, distinct neighborhoods; unique museums and the world-renowned Johns Hopkins Hospital. With hundreds of identified districts, Baltimore has sometimes been dubbed "a city of neighborhoods," but is more commonly known as "Charm City." The talents of writers Edgar Allan Poe and H.L. Mencken, musician James Hubert "Eubie" Blake, and singer Billie Holiday influenced it; each called Baltimore "home."

Baltimore is the birth place for the country's national anthem, "The Star-Spangled Banner." The Historic Fort McHenry National Monument and Historic Shrine, where troops successfully defended Baltimore's beloved harbor, remains a popular attraction.

Historically a working-class port town, Baltimore now has a modern service economy, led by high-tech, biotech, medicine and tourism. Distinctive restaurants, bars, businesses and shops can be found throughout. The "Inner Harbor," as the crown jewel of the city, boasts Hotels, office buildings and entertainment facilities like Harborplace, the Maryland Science Center and National Aquarium (Maryland's largest tourist attraction) and State-of-the-art stadiums for the Baltimore Orioles (baseball) and Baltimore Ravens (American football). Several Fortune 1,000 companies like Under Armour, Constellation Energy, Legg Mason, T. Rowe Price, and Black & Decker all call Baltimore home. In addition to its rich history and tradition, Baltimore's proximity to the nation's capital enhances its popularity as a tourist destination.

Submission Options:

1. **Competitive Refereed Paper Submission Guidelines:** Competitive refereed papers should not exceed 15 double-spaced pages including references, tables and figures using 12-point font. Each paper is to have a separate cover page with each author's name, affiliation, and email. Multiple authorships should indicate the contact person. Authors should avoid revealing their identities in the body of the paper. The title of the paper should appear on the first page of the manuscript, followed by a 150-word abstract, single spaced. The body of the paper follows right after on the first page using double spacing and adhering strictly to APA style.
2. **Working Paper Submission Guidelines:** Working papers which focus on research in its early stages should not be less than three pages and should not exceed seven double-spaced pages including references, tables and figures using 12-point font. Please follow the formatting guidelines specified for competitive refereed papers. Include a separate cover page with the name, affiliation, and email of each presenter.
3. **Panel, Special Session, & Workshop Proposal Submission Guidelines:** Proposals should not exceed 2 double-spaced pages. Include a separate cover page with the name, affiliation, and email of each presenter.

Research paper topic areas for both working paper and full paper submissions include, but are not limited to, the following (any other areas with marketing and strategy are also invited as long as the African context is emphasized):

- Product and Branding Strategies
- Emerging Middle Class
- Retailing and Promotion
- Service Marketing
- Sports Marketing
- Agriculture Marketing
- Cross-cultural Marketing
- Consumer Demographics
- Social Media/Digital Marketing
- Firm Modes of Foreign Market Entry
- International business strategy in Africa
- Country-of-Origin effect and Place Branding
- Segmentation
- Supply Chain Management
- International Entrepreneurship and Born Globals

All submissions should be emailed to: **AfricanMKTsymposium@morgan.edu**.

Submission Process:

Submit competitive refereed papers, working papers and other proposals via email attachment in Microsoft WORD to africanCBSymposium@gmail.com by **February 12, 2018**. In the subject line of the email please indicate the appropriate topic area from the list below. At least one author for competitive refereed paper, working paper, panel, special session & workshop submissions that are accepted must register and attend the Symposium. All Submissions, panel proposals and any general questions should be emailed directly to: **africanMKTsymposium@morgan.edu**.

Submission Deadline: **February 12, 2018**

Reviewing and Reviewers:

All submissions will go through a double-blind review process. Reviewers will evaluate each submission on the basis of a) quality of the research, b) contribution to the field, c) interest of the topic to researchers, and d) coherence and readability.

To volunteer to serve as a paper reviewer, please contact either of the conference co-chairs, Dr. Haiyan Hu (haiyan.hu@morgan.edu) or Dr. Omar Khan (omar.khan@morgan.edu). Please include “reviewer volunteer” in the subject line.

Scholarship Opportunities:

To encourage participation of graduate students, this symposium will provide two (2) travel scholarship to cover travel expenses for \$500 each.

For more information, you can also contact either of the conference co-chairs at Haiyan.Hu@morgan.edu or Omar.Khan@morgan.edu.