

2022 GMSIG CONFERENCE

May 29 - June 2, Crete, GREECE



AMERICAN MARKETING
ASSOCIATION

Call for Papers

2022 AMA Global Marketing SIG (GMSIG) Conference

May 29-June 2, 2022

*Megalo Arsenali - Chania
Crete, Greece*

"Global Marketing Strategies in Turbulent Times"

Submission Deadline: January 17, 2022

Conference Chairs

Goksel Yalcinkaya, Magnus Hultman, Stavroula Spyropoulou, Costas Katsikeas

Doctoral Consortium Chairs

Kelly Hewett, Costas Leonidou, Annie Cui, Peter Magnusson

Previous GMSIG conferences have been held in Havana, Cuba (2017), Santorini, Greece (2018), Buenos Aires, Argentina (2019), and Taormina, Italy (2021).

The GMSIG conference aims to provide a platform for all participants with opportunities to hear, think, and contribute creatively to the continuing formation of the global marketing field. This year's theme is intended to encourage global marketing researchers to discuss how turbulent times shape up their global business and marketing tactics.

The 2022 GMSIG Conference offers outstanding opportunities for academics to share their insights and learn from the global marketing research finding and experiences of others in times of uncertainty. The conference will be filled with interactive, energetic, and enlightening sessions, doctoral consortium, academic keynotes and panel discussions on key themes, networking opportunities with the world's foremost international marketing scholars, and a unique cultural experience in Crete, Greece.

Throughout its history, GMSIG has accepted papers from a range of marketing sub-fields with a global touch, including consumer behavior, relationship marketing, inter-organizational, new

product development and innovation, marketing research, retailing and services, marketing strategy, brand management, marketing communication, sustainability and corporate social responsibility, export/import management, supply chain, market entry/exit, and entrepreneurial marketing. The conference welcomes all authors who are interested in managerial, policy, and social issues related to global marketing.

Conference Venue

The gorgeous island of Crete, on the southern portion of the Aegean Sea, is one of Greece's most diverse islands. Blessed with miles of pristine beaches, an eventful history, and glorious mountains, there are many reasons why many dreams to have this favorite holiday destination become a reality.

Believed to be the birthplace of Zeus (Greek god), Crete is the biggest of the Greek Islands and the fifth largest of the islands situated in the Mediterranean Sea. It is divided into four prefectures which are: Chania, Rethymno, Heraklion, and Lasithi. Within each area are unique treasures engrossed in legends that conceal their fate. From the prominent Minoan Civilization to Venetian Rule, much of Crete's heritage is manifested in the forms of architecture and archeological ruins.

Conference Highlights

1. **Journal of International Marketing Special Issue** – A JIM special issue devoted to research presented at the conference will be published. Authors of presented papers are welcome to submit their work for possible publication in this special issue of the Journal of International Marketing.
2. **Doctoral Consortium** – The Consortium will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting international marketing research and building a successful academic career in this field, and to broaden their professional network.
3. **Unique Cultural Experience** – The largest island in Greece, Crete is renowned for its pin-up beaches, wild natural beauty, exquisite cuisine, and thousands of years of culture and history.
4. **Network with the World's Leading International Marketing Scholars** – The conference program will be designed to maximize professional development and networking opportunities. Several of the world's leading thinkers in international marketing have confirmed their intentions to participate in the conference.

Doctoral Consortium

This Consortium will provide an opportunity for Ph.D. students with an interest in international and cross-cultural marketing (broadly defined) to further develop their research ideas, to learn about the challenges of conducting research in international marketing, and building a successful academic career in this field. In addition, students will be able to broaden their professional networks in the area.

The goal of the Consortium will be to provide a supportive discussion among doctoral students and the participating faculty on topics such as:

- Trends in international marketing research;
- Challenges in carrying out high-impact international marketing research aimed at top journals;

- Managing the dissertation and the job search process; and
- Starting an academic career.

Students should apply via the [EasyChair](#) conference management system.

Submission

Please submit your papers and/or extended abstracts electronically using the [EasyChair](#) conference management system. The submission system will be opened on December 1, 2021. A manuscript should only be submitted to one track. For up-to-date information about the conference and related events, please check the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chairs.

We welcome two types of submissions:

1. Competitive Sessions – Two types of submissions are allowed in competitive sessions:
 - (a) full paper submissions which must be 50 double-spaced pages or less, inclusive of all materials, including appendices and references.
 - (b) shorter submissions (i.e. extended abstracts) focusing on projects that are advanced enough and show good potential.
2. Interactive Sessions – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to the interactive sessions. These sessions are held in poster-style or roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive submissions can be of an extended abstract nature and no more than 10 double-spaced pages.

Key Dates

Submission Open: December 1, 2021
 Deadline for Submission: January 17, 2022
 Acceptance notification: February 28, 2022
 Registration Open: March 1, 2022
 Early Bird deadline: March 31, 2022
 Conference Dates: May 31-June 2, 2022

Partners

