



Academy of Marketing

Journal of Marketing Management

European Journal of Marketing

Special Issues Call for Papers:

“From Revolution to Revolutions”



Finola Kerrigan, University of Birmingham, f.kerrigan@bham.ac.uk

Anne Marie Doherty, University of Strathclyde annemarie.doherty@strath.ac.uk

Lisa O'Malley, University of Limerick lisa.omalley@ul.ie

The theme of the Academy of Marketing Conference 2023 is “**Revolution**”, which allows us to reflect on changes and shocks that require us to think and act differently, as well as opportunities for us to consider the need to revolutionise marketing theory and practice. As we continue to face environmental, social, political and economic challenges, it is time to take stock and propose ways to ensure that our theorisation, practices and research methods are open to new ways of doing things. Some of these ‘new’ approaches might mean seeking out ‘old’ or dismissed systems of knowledge or ways of doing that have been pushed aside. Others may require different ways of thinking, harnessing new technological developments or new material practices in order to do things better. These special issues encourage the submission of work that deals with the various meanings revolution has, while promoting curiosity and thought leadership for responsible business.

Shaped around more than 50 tracks and 15 expert driven workshops, each addressing cutting-edge theoretical, methodological or pedagogical issues, we ask how Marketing can play its part in helping to shape how we engage with economic, social, political and cultural revolution and respond to such revolution. Based on papers accepted for the 2023 AM conference, this **Call for Papers** now seeks submissions for two **Special Issues** of the ***Journal of Marketing Management*** and the ***European Journal of Marketing***.

Eligibility is restricted to Workshop hosts and Track/Workshop authors whose paper(s) are accepted for presentation/discussion at the 2023 Academy of Marketing Conference. Participation in a Workshop without paper acceptance is not sufficient to warrant submission to this Special Issue. Authors can submit a developed version of their original paper, or collaborate with authors of other accepted paper(s) to submit a manuscript. Authors will be asked to note their accepted workshop paper identifier number as part of the submission process. Submissions can also come from across the workshops/tracks, for example, author(s) whose work is accepted for the ‘*The Technological Revolution and Consumer Well-Being*’ workshop, collaborating with colleagues whose work is accepted for the ‘*Accessing Marketplace Access*’ workshop to submit a joint paper. Please note a paper identifier number can only be used once in the submission process, that is, each accepted paper can only be part of one Special Issue paper submission.

The submission process will take a two-stage approach:

Stage One: We invite Expression of Interest submissions of approximately 5,000 words to be submitted to admin@academyofmarketing.org on or before **Friday 29 September 2023**. Feedback on selection to move forward to full submission will be provided by the editorial team on or before **31 October 2023**. If your paper is selected to move forward in the process, at this stage you will be informed whether the Special Issue it has been selected to submit to is either the *Journal of Marketing Management* or the *European Journal of Marketing*. The Special Issues will be individually themed by the SI editors and authors will not be able to self-select the journal. The Special Issue Editors will provide full details on how to submit a full paper to either the *Journal of Marketing Management* or the *European Journal of Marketing* at this stage in the process.

Stage Two: The deadline for full paper submission is on or before **01 April 2024**.

Please address all correspondence to the Academy of Marketing Administrator at admin@academyofmarketing.org or the Special Issue Editors at the email addresses above.