



**AM** ACADEMY OF  
MARKETING  
CONFERENCE 2025

**Saints and Scholars**

University College Cork  
7-10 July 2025



## Call for Papers and Submission Guidelines

Closing date for submissions is **6 January 2025**

*Saints and Scholars*

University College Cork, Ireland, 7-10 July 2025

Conference email address: [AM25conf@ucc.ie](mailto:AM25conf@ucc.ie)

## Conference Team



**Professor Mary McCarthy**  
Conference Co-Chair



**Dr Sean Tanner**  
Conference Co-Chair



**Dr Dave Alton**  
Conference Co-Chair

We welcome **Competitive Short Papers** which focus on all areas of marketing, including conceptual and empirical papers that develop marketing theory, methodological papers and pedagogic papers. Papers are submitted for **in-person Oral Presentation** in our themed tracks, which offer the opportunity to come together with likeminded colleagues to share research, set future agendas and make connections. Proposals for **Special Sessions** will also be considered.

Please note there is a separate [Call for Papers for the Doctoral Colloquium](#).

### Key Dates

- **Conference Paper Submission System Opens:** 1st November 2024
- **Deadline for Special Session Proposals:** 13th November 2024
- **Paper Submission Deadline:** 6th January 2025
- **Paper Decisions:** March 2025
- **Early Bird Registration Deadline:** 21st May 2025
- **Final Registration Deadline:** 10th June 2025
- **Conference Dates:** 7th July 2025 Doctoral Colloquium, 8-10th July Main Conference

## Competitive Short Papers for Oral Presentation

Competitive Short Papers on any area of marketing and consumer behaviour will be delivered in a 15-minute Oral Presentation at the Conference in themed sessions, with time for questions afterwards.

## Guidelines for Submissions

All papers must be submitted online via the **AM 2025 website**. These must be:

- **Original**;
- A **maximum of 500 words long** (excluding references). *Please note that the text of the paper must be copied and pasted into the online submission system, which will limit the number of words to this maximum. Figures should not be included in short paper submissions.*
- Papers accepted for Oral Presentation will be delivered as a **15-minute in-person presentation** as part of a themed session.
- Authors should ensure that their names or any other author-identifying information are not included in the text of the paper.
- Authors will be asked to provide additional information as part of their submission to clarify the stage of their research e.g. conceptualisation, methodological development, data collection, data analysis, theoretical development, or if their competitive short paper is a summary of a full completed paper.
- Authors will be asked to submit their paper in to one **Track**, chosen from a list.
- Authors will be asked to provide **Keywords** for their submission.
- Authors will be asked to provide a **Summary Statement** of max. 75 words. This will be used to describe the paper in the Online Programme and the Proceedings.

## Number of Papers

Authors may submit **no more** than 3 papers in total and authors are not permitted to submit the same paper to different Tracks.

## Tracks

Authors may submit into the following Tracks:

1. Advertising and Marketing Communications
2. AI
3. Arts, Heritage & Nonprofit
4. B2B & Business Networks
5. Brands & Branding
6. CCT
7. Consumer Research
8. Digital Marketing
9. Entrepreneurship & Innovation
10. Marketing in Context (e.g., Food, Sport)
11. Marketing Pedagogy
12. Marketing Strategy & Global Marketing
13. Political Marketing
14. Retail & Services Marketing
15. Responsible & Sustainable Marketing
16. Social Marketing, Vulnerability & Wellbeing
17. Tourism & Place Marketing
18. Teaching Cases\*

*\*For authors accepted for the Teaching Cases Track, a full teaching case (recommended length of 2,000-5,000 words) must be submitted no later than the **2<sup>nd</sup> of June 2025**. It is intended that full versions of accepted teaching case studies will be shared at the Conference. Details of how to submit the full case will be provided to authors accepted for this track.*

## Keywords

Authors will be asked to choose one keyword from a pre-defined list when they submit, plus two more free-response keywords.

## References

References are additional to the 500-word count, and will be uploaded in a separate field in the submission system. References must be presented in APA 7 (American Psychological Association) Style.

## For All Submissions

- The details of all authors must be entered into the online system. **Communication will only be with the submitting author.** Please note, the email address provided when submitting a paper should also be used for Conference Registration.
- After the submission deadline, papers cannot be revised. If accepted, **all details provided by the submitting author will appear exactly as submitted in the Conference Programme and Proceedings.** The submitting author should ensure that all author names are entered correctly into the online system.
- Please indicate if the submitting author is a PhD Student.
- The submitting author will be asked to warrant that they have the authority of their co-author(s) to submit the paper, and that they have read and agree to the Conference Terms and Conditions, available in the Call for Papers.
- The submitting author will be asked to indicate which author will present the paper in person at the Conference. If this changes after the acceptance of the paper, the submitting author must notify the Conference team. Only a registered co-author can present a paper.
- Submissions will be reviewed, and feedback provided to author(s).

## Special Session Proposals

Proposals for **Special Sessions** will also be considered. Special Sessions do not require paper submissions and are open to any delegate to choose to attend. Example formats include round table, expert panel discussion or interactive session. (Note that Special Session Convenors are responsible for organising the payment of the Conference day rate for speakers that are not already registered for the full event). Special Session proposals should:

- Address a cutting-edge theoretical, methodological or pedagogical issue in marketing.
- Be a maximum of 500 words in length.
- Identify the preferred format that will form the basis of the activities during a 90 minute Session.
- Include full details of the Proposed Special Session Convenors, and indicate the corresponding Convenor.
- The Co-Chairs wish to limit the number of Special Sessions to those that do incorporate round table, expert panel discussion, and other unique forms of delivery that cannot be accomplished via the regular tracks. As such, the inclusion of details around proposed speakers, format and other workshop particulars is essential for inclusion in any submission.

These should be submitted by email to [AM25conf@ucc.ie](mailto:AM25conf@ucc.ie) by **13<sup>th</sup> November 2024**.

## Terms And Conditions

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM 2025 Conference:

1. The deadline for submission of papers is **Midnight GMT 6<sup>th</sup> January 2025**. All papers will be independently reviewed. Authors should ensure that their names or any author-identifying information are not included in the text of their submission. The language of the conference is English and all papers should be in English.
2. All papers submitted should follow the submission guidelines provided in relation to references. All author and co-author details will be inputted as part of the online submission form and the Organising Committee will only contact the author who submitted the paper.
3. The decision of the AM2025 Conference Chairs in relation to the acceptance of the papers is final.
4. Authors will be notified of acceptance or rejection and provided with feedback as soon as the review process has been completed.
5. By submitting a paper to be reviewed, the author(s) are indicating that at least one of the authors will attend the conference in person and present the paper. Any papers not represented in person by an author/co-author will not be published in the Conference Proceedings.
6. All attendant presenters must register for the AM2025 Conference and pay the registration fee by the required date (10<sup>th</sup> June 2025) or their paper will be withdrawn.
7. Successfully refereed papers will be published in the Academy of Marketing (AM) 2025 Conference Proceedings. The Conference Proceedings are registered with an ISBN.

### **By submitting your paper (Contribution) to the Academy of Marketing Conference:**

You warrant that the Contribution will be original, will not violate or infringe any existing copyright or other right (of whatever nature) of any third party; will contain nothing obscene, blasphemous, defamatory, misleading or otherwise unlawful; and will contain no factual statements which are not true or based upon generally accepted research practices; and you further warrant that you have full power to enter into this Agreement.

If the Contribution does not conform to the warranties set out in this paragraph, you will indemnify the Academy of Marketing and University College Cork against any claims, loss, injury, damage or costs (including legal costs) that arise as a result of your breach of warranty. You will be responsible (at your expense) for obtaining permission for the inclusion in the Contribution of any third party copyright material.

Copyright in the Conference Proceedings as a whole is with the Academy of Marketing. Authors retain the rights to their individual papers included in the proceedings, and by submitting their work for presentation at the Conference, authors grant a royalty-free, non-exclusive licence to the Academy of Marketing to reproduce the Contribution throughout the world in all forms (present, future and contingent, and including all renewals, extensions, revivals and all accrued rights of action).

The Academy of Marketing will have the right, where we consider it necessary, to revise, edit, amend and correct the Contribution in the interests of the relevance, consistency and quality of the style and content of the Proceedings as a whole. The Academy of Marketing will have the right to decline to publish the Contribution if, for any reason, it fails to meet with our full satisfaction.

The Academy of Marketing, University College Cork, their publisher and staff take no responsibility and accept no liability whatsoever for the accuracy, impact, or consequences of any paper published in the conference proceedings, whether refereed or not. Papers reflect the authors' opinions, not those of the Academy of Marketing, University College Cork, their publisher, or their staff.