

Special Session Programme

Marketer Behaviour: Charting New Directions for a Socially Real Field of Research

Tuesday 8th July 09:30-11:00

Convenors: Dr Aron Darmody, Carleton University, Ottawa, Canada* (corresponding convenor); Dr Alex Hiller, Nottingham Business School, Nottingham Trent University, UK; Dr Richard Howarth, UK., John Clay.

Overview: This session (linked to an upcoming Special Issue of the *Journal of Marketing Management*, edited by the Special Session convenors) proposes to generate discussions, debates, and insights about an overlooked aspect of marketing, the behaviours of the marketing practitioners who *do* marketing. The proposed format is a roundtable discussion.

As marketer behaviour cuts across areas of research and does not fit neatly into existing marketing domains or tracks, we welcome a range of contributions and ideas. Our organising questions are:

1. What are the benefits of researching marketer behaviour, for researchers, educators, and practitioners?
 2. What are the boundaries of marketer behaviour and what topics should be included within this field of research?
 3. Will the topics and 'marketing space' of marketer behaviour sufficiently guide this as a field of research?
 4. What specific questions or issues should research explore to surface insights to marketer behaviour?
 5. What are some important next steps or directions in marketer behaviour research?
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Do stakeholders trust non-profits to address change?

Tuesday 8th July 11:30-13:00

Convenors: Dr Sarah-Louise Mitchell (Oxford Brookes University) and Dr. Fran Hyde. (University of Suffolk)

Overview: The purpose of non-profit brands is to achieve societal impact for people and/or the planet: to effect change. To succeed they need strong stakeholder relationships such as with donors (to fund services), volunteers and staff (to deliver services) and trustees (for effective governance). However, the dynamic nature of these stakeholder relationships is changing: the role of the state as service funder, competition with private providers and a move towards social enterprises, competition with for-profit cause related marketing, external pressure for charity-charity collaboration to find solutions, as well as sector disruption due to direct cause giving, bypassing nonprofit brands all together. The question is whether these stakeholders trust non-profit brands to effect change.

Session Format: The session is planned in three parts. First, context setting with an introduction to the topic and the connected *Journal of Marketing Management* Special Issue . Second, a panel discussion from participants submitting a concise 'thought piece', including Dr. Matthew Higgins (Open University), Prof. Roger Bennett (Kingston), Prof. Chris Chapleo (Bournemouth). Third, audience and panelist involvement in a hands-on nonprofit stakeholder mapping exercise to develop thinking and share different perspectives on brand trust in context. This format builds on learning from the successful SDG workshop at AOM2024 (Lawson et al.) which stimulated strong audience engagement.

Next step: Any AM25 delegate who wishes to contribute to the panel discussion as a participant should email their proposed 'thought piece' (max 200 words) to smitchell@brookes.ac.uk

Harnessing the Power of Large Language Models in Higher Education: A Hands-on Workshop

Tuesday 8th July 11:30-13:00

Convenor: Dr Alan Shaw (Founder of Strategic Planet, Chair of X-PERT Heath and Part-Time Senior Lecturer at Leeds Beckett University).

Overview:

This interactive 90-minute workshop explores how Large Language Models (LLMs) can be effectively integrated into teaching, learning, and assessment practices in higher education. Aimed at educators, the session focuses on two practical applications: creating module-specific chatbots and using LLMs to support assignment marking. Participants will gain hands-on experience building chatbots using tools such as OpenAI GPTs, Google Gems, Anthropic's Claude, and NotebookLM. The session will also demonstrate how LLMs can assist with marking through prompt engineering, rubric alignment, and ethical human-AI collaboration. The workshop begins with a brief overview of LLMs and their implications for academia, followed by two interactive segments, and concludes with an open Q&A. Attendees should bring their own laptops; WiFi access is required. By the end, participants will have developed practical skills, gained insights into LLM-supported assessment, and explored strategies to design assignments that foster originality in an AI-enabled academic landscape.

Decolonising the Business School- perspectives from Marketing.

Tuesday 8th July 15:00-16:15

Convenors: Emma Surman, Senior Lecturer in Marketing and Co-Lead Birmingham Business School Decolonising Project, Finola Kerrigan, Professor of Marketing and Deputy Dean, Pilar Rojas Gaviria, Associate Professor of Marketing, Rohit Varman, Professor of Marketing, Yannick Gibson, Doctoral Researcher (All Birmingham Business School, University of Birmingham, UK)

Overview: Marketing scholars, as students of culture, power, and influence, are uniquely positioned to engage with the impact of colonialism and the movement to decolonise business schools. Rohit Varman (Eckhardt et al., 2021: 179) highlights the absence of a 'political grammar' in these institutions, where Euro- and Ameri-centric knowledge often dominates over other traditions. Our workshop presents findings from a three-year decolonising project at Birmingham Business School, which focused on education, research, and operations. Central to our mission of "working towards a responsible future," the project aimed to embed inclusive values and a culture of responsible business into all aspects of academic life. Building on our Diversity, Inclusion, and Equality pledge, we affirm our commitment to understanding how colonial legacies persist in academic structures and to dismantling these systems to create a more equitable school. In this session, we will share key insights from our work and invite participants to contribute their own experiences. Together, we aim to co-create a set of guiding principles to inform decolonising practices in marketing education and research, grounded in an awareness of the historical power dynamics shaping institutions and scholarly contexts.

Reference:

Giana M. Eckhardt, Russell Belk, Tonya Williams Bradford, Susan Dobscha, Güliz Ger & Rohit Varman (2022) Decolonizing marketing, *Consumption Markets & Culture*, 25:2, 176-186, DOI: 10.1080/10253866.2021.1996734

Special Session Programme

Centring Consumer Culture/ Subculture in Marketing Practice

Tuesday 8th July 16:45-18:00

Session Chair: Finola Kerrigan, Professor of Marketing and Deputy Dean, Birmingham Business School, University of Birmingham

Contributors: Viv Chambers, MD and Director of Strategy, Bricolage, David Fanning, Strategic Marketing and Customer Insights Manager, Electric Ireland, Christina Goulding, Professor of Marketing, Birmingham Business School, University of Birmingham, Scott Jones, Assistant Professor of Marketing, Birmingham Business School, University of Birmingham, Maria Lichrou, Senior Lecturer in Marketing, Kemmy Business School, University of Limerick

Overview: This workshop explores how consumer culture research can bridge the gap between academic theory and marketing practice, aligning with the growing emphasis on research relevance, resonance, and rigour in business schools (Jack and Dala, 2024). In light of initiatives such as the Research Excellence Framework and AACSB's focus on research impact, the session highlights how critical, creative, and interpretive research approaches—often grouped under Consumer Culture Theory—can offer rich insights into consumer behaviour beyond the limits of traditional empirical models. The workshop features marketing strategists Viv Chambers (Bricolage) and David Fanning (Electric Ireland), who will share how consumer and subcultural insights inform their strategic decisions. Four academic projects will then be presented, focused on the themes of death and dying, sustainability, loneliness, and cultural identity. Each case will be discussed in terms of both academic contribution and practical relevance. Participants will be encouraged to share their own related research via an online whiteboard and reflect on the implications for policy and practice. The session aims to foster dialogue between academics and practitioners, showing how nuanced, culturally grounded research can shape real-world marketing strategy and contribute to broader societal impact.

Transitional Families: Parents as Agents of Transformative Consumption

Tuesday 8th July 16:45-18:00

Convenors: Dr. Jane S. Priest, Edinburgh Business School, Heriot-Watt University; Dr. Elaine L. Ritch, School of Business and Society, Glasgow Caledonian University, Dr. Christopher A. Dodd, Edinburgh Business School, Heriot-Watt University

Overview: Parents are key players in the consumer socialisation of other family members and, as societies develop more responsible, sustainable and technological outlooks, often become agents of this transformative marketing change. For marketers, there is clear value in understanding the nature, role, practices, beliefs and associated worlds of parents and families. For society, there is an imperative to know how these pivotal agents of change see their own and other consumer worlds, if the many societal changes and challenges are to be negotiated positively for themselves and their (co-) dependents.

There is a need, therefore, for a revised research agenda that positions parents at the heart of understanding. Hence, a recalibration of the nature and role of parenting is required (e.g. from a redefinition, positioning and categorisation of the role through marketing and consumption lenses). This session will seek to explore the following core propositions/questions:

1. What does it mean to be a parent within today's (and future) consumer culture(s)?
2. What key challenges face parents (through the consumption/marketing lens)?
3. What opportunities exist for marketers (and others) to support positive, transformative, parental agency within and beyond families, and how might they be operationalised?

Special Session Programme

The session is aimed at anyone with an interest in family and parental marketing and consumption. In particular, those with a desire to develop and/or update contemporary understandings of parental agency within consumer socialisation and activity. Participants will have an opportunity to engage in discussions surrounding parental and family marketing, as well as debate current opportunities for marketers and other parties to shape engagement with parents and families in positive ways, through policy and practice.

Come along and join us,
Jane, Elaine and Chris

Servicescape and Consumer Wellbeing

Wednesday 9th July 09:00-10:30

Convenors:

Prof. Sunil Sahadev; Professor of Marketing and Responsible Enterprise, Sheffield Business School, Sheffield Hallam University, UK

Dr. Xia Zhu, Lecturer in Marketing, The Open University Business School, UK

Contributors

Dr. Pallavi Singh, Senior Lecturer in Marketing, Sheffield Business School, Sheffield Hallam University, UK

Dr. Francisca Farache Aureliano Da Silva, Principal Lecturer in Marketing, Brighton University Business School, Brighton University, UK

Dr. Dimitri Kennedy, Lecturer in Accounting, Leicester Castle Business School, De Montford University, Leicester, UK

Overview:

The session aims to bring together and discuss the increasing interest in the role of servicescape characteristics on positive consumer outcomes, especially consumer wellbeing. With greater emphasis on consumer well-being as a crucial outcome of marketing strategies, servicescape designs are now focusing on creating the positive and negative emotional factors that contribute to well-being. The practical relevance of this research stream is thus increasingly being realised. Drawing on recent studies conducted by the session convenors as well as contributors, the special session will discuss a variety of ideas and themes within this fast-emerging research stream. Discussion themes will include: (i) critique of the theoretical frameworks used to predict the role of servicescape characteristics in consumer well-being (ii) methodological issues that challenge future exploration of this topic (iii) Opportunities for developing interdisciplinary insights into this stream of research (iv) Emerging research opportunities in this field.

Special Session Programme

The Future of Marketing Education in the Age of AI: Bridging Theory and Practice

Wednesday 9th July 09:00-10:30

Corresponding Convenor: Dr. Lucy Gill-Simmen, Royal Holloway, University of London. Lucy.gill-simmen@rhul.ac.uk

Co-Convenor: Dr. Chahna Gonsalves, King's Business School, chahna.gonsalves@kcl.ac.uk

Overview:

As artificial intelligence continues to transform the marketing profession, this special session explores how marketing education must evolve in response. Bringing together expert voices from academia and industry, the session will delve into the practical and theoretical implications of AI on curriculum design, teaching practice, and the future skillset of marketing graduates. Through a dynamic panel and interactive discussion, delegates will co-develop strategies for navigating the challenges and opportunities presented by AI-enhanced learning.

AI and Robotic Technologies in Marketing and Consumer Research: Challenges and Opportunities for Research

Wednesday 9th July 15:15-16:45

Corresponding convenor: Melis Ceylan (Heriot-Watt University)

Co-convenors: Rodrigo Perez-Vega (Henley Business School, University of Reading), Ezgi Merdin-Uygur (Brunel University of London), Selcen Öztürkcan (Linneaus University), Chrysostomos Apostolidis (Durham University), Jamie Thompson (Napier University).

Overview:

This session explores the impact of AI and robotics on marketing, consumer research, innovation, and societal challenges. AI applications are revolutionizing areas such as product design, customer service, advertising, healthcare, education, branding, and business model management. The session will feature a roundtable discussion with academics sharing insights on AI and robotic technologies and their broader implications for researchers, marketers, and society. Potential discussion topics include (but are not limited to):

- Key uses of AI and robotics in domains like product recommendations, education, design, innovation, and customer engagement, along with their contributions to society, the economy, and the environment
- Barriers and facilitators of AI and robotics adoption, including cultural and regional differences, societal factors, and varying consumer perceptions
- The role of AI and robotics in enhancing decision-making, well-being, and marketing strategies
- Growing concerns around data governance, labour markets, consumption patterns, and future research priorities
- Ontological and ethical dilemmas arising from the potential realization of Artificial General Intelligence (AGI)

The session will consist of a one-hour roundtable followed by a 30-minute Q&A.

Participants will gain insights into how AI advancements can be utilized in marketing strategies, ensuring alignment with public interest and fostering interdisciplinary partnerships to strengthen research and secure funding.

Special Session Programme

Pedological Approaches in Marketing Analytics and Digital Analytics Modules

Wednesday 9th July 15:15-16:45

Convenors:

Mohamed Sobhy Temerak, Senior Lecturer in Marketing Analytics, University of Surrey at

m.s.hassan@surrey.ac.uk

Anabel Gutierrez Mendoza, Senior Lecturer in Marketing, Royal Holloway University of London

at Anabel.GutierrezMendoza@rhul.ac.uk

Overview:

Join us at the Academy of Marketing 2025 for a crucial special session on "Pedagogical Approaches in Marketing and Digital Analytics" Business schools are facing unprecedented demand to equip graduates with strong marketing and digital analytics skills that align with the needs of the job market. However, the challenge remains: How can educators effectively structure and deliver modules to meet industry expectations while keeping up with the fast advancements in analytics?

This interactive session brings together academic and industry professionals to share best practices and innovative teaching methodologies. Attendees will explore effective pedagogical strategies for engaging students in marketing analytics and current practices for bridging the gap between academic instruction and professional application.

Through discussion and collaboration, we will identify actionable opportunities to enhance curriculum design, student engagement, and employability outcomes, shaping graduates who are ready for a data-driven marketing world.

Building Distinctive Food Marketing Theorisation

Thursday 10th July 09:30-11:00

Convenors: Tonner A, Cappellini B, Wilson J.

Overview: Caring for our disciplinary boundaries and theoretical positioning has been evident in the marketing literature for many years with a consensus on the need to take proactive responsibility to develop *theory* that helps us understand and address the urgency of social problems (Day and Montgomery, 1999). In this interactive workshop led by the Food Marketing SIG we invite food marketing scholars to explore possible theoretical framings specific to food marketing that help us understand and tackle the wicked problems within the global food landscape.

Gustaffson et al (2019) argue that food by its multidimensionality and embeddedness in everyday life is productive lens for examining social realities. Yet, they also (2019: 2) recognise that while there is a 'burgeoning' field of food research there is a lack of theoretical clarity and delineation of a theoretical understanding that can derive from food.

Our discipline has the opportunity for a powerful voice in the interdisciplinary field of food studies which investigates the role of food in human existence, integrating food science, social sciences and arts and humanities (see Albala 2013). With strong theoretical underpinnings we also see the potential for marketing academia to have an influential voice in the food sector, one that encompasses an entire value chain and a multiplicity of stakeholders. Yet, food is an often-overlooked field in marketing academia, too mundane and every day to spark academic interest; yet strong, equitable and resilient food systems are critical for the well-being of all (Scott and Vallen 2019).

Special Session Programme

This workshop will explore ways of broadening food marketing scholarship using a wider range of theoretical underpinnings than extant in food marketing scholarship to date. It will explore the value of food for social connectivity, centrality in cultures, understanding value chains and multi-level perspectives.

The Food SIG convenors will open the workshop with their results of a systematic review of current food theorisation. Thereafter this workshop will consist of participative buzz group exercises with the aim of producing idea boards representing the potential of food as a theoretical lens. Exercises will be focussed on generating novel theoretical approaches to cost of living and food insecurity; food waste and sustainable food systems; food and family; rural food systems and other pressing topics that emerge from the expertise within the room. These exercises aim to refresh our cannon of theoretical perspectives for understanding and tackling food marketing's grand challenges.

Pre-submission enquiries can be sent to: a.tonner@strath.ac.uk

Albala, K. (2013) Routledge International Handbook of Food Studies, London, Routledge.

Day, G.S. & Montgomery, D.B. (1999) 'Charting new directions for marketing,' Journal of Marketing, 63 (Special Issue) 3-13

Gustafsson, U., O'Connell, R., Draper, A., & Tonner, A. (Eds.). (2019). What is Food?: Researching a Topic with Many Meanings. Routledge, London.

Scott, M. L. & Vallen, B. (2019) 'Expanding the Lens of Food Well-Being: An Examination of Contemporary Marketing, Policy, and Practice with an Eye on the Future,' Journal of Public Policy & Marketing, 38 (2), 127-35.

Unstructured data, real-world insights: Methods and applications for social change

Thursday 10th July 09:30-11:00

Session convenor: Seongsoo (Simon) Jang, Reader, Cardiff University (jangs@cardiff.ac.uk)

Description

This session explores advanced methods for analysing unstructured data and their applications in tackling societal challenges such as prosocial behaviour. It comprises three sub-sessions:

BERTopic & generative AI in unstructured data analysis – Ahmed ELKattan (University of Exeter)

A comparative overview of traditional models like LDA versus modern approaches such as BERTopic, focusing on topic coherence, flexibility, and interpretability. The session also explores clustering, embeddings, topic seeding, and data processing techniques. It highlights how generative AI enhances thematic mapping and labelling, addressing issues like noise, sparsity, and ambiguity.

Telemarketing call data analysis – Seongsoo (Simon) Jang (Cardiff University)

A case study from a KTP project with Cerebra charity, analysing donor-agent conversations to identify language that boosts donation success and value. The session shows how unstructured dialogue data can inform marketing strategies and resource optimisation.

Panel discussion – Challenges and future of unstructured data analytics

An open dialogue with presenters and attendees on methodological hurdles, emerging models, and the transformative potential of unstructured data in driving social impact.