

Academy of Marketing Sustainability SIG
Call for Participation: Sustainability Paper Development Session
POSTPONED DATE: The workshop has now been rescheduled to occur
on February 26th, 2025 following the demand for a deadline extension and
the upcoming Christmas break.

As scholars, we all have those projects that have stalled for an indefinite amount of time. Although we would like to return and progress with them, we do not know how to do this. This idea forms the basis of our forthcoming event.

The Academy of Marketing's Sustainability SIG invites you to submit your development paper for our online session. The session is open to any topic related to sustainability that may have stalled and have the aim of submitting to a journal. The Sustainability SIG Chairs* will provide guidance to support you to progress with your research.

Who should attend?

The workshop is open to all interested **early-career scholars** (who have passed their PhD within the last three years) who are conducting research using any methodology (e.g., qualitative, quantitative, conceptual) on any topics related to sustainability (e.g., communications, food, fashion, digital).

Apply to Attend

The workshop is free of charge and will be held online on February 26th, 12-14hrs (U.K. time). Places are limited, so the selection of attendees will be based on the quality of your application and abstract, the relevance of your research, as well as the stage of your project.

Please submit a 500-word structured abstract consisting of the following:

- Purpose
- Design/methodology/approach
- Findings
- Originality
- Sustainability implication

In your email, please specify what stage your research is at and what help you require to develop it (e.g. theory selection, analysis, finding a suitable journal, finding theoretical contributions).

All submissions and any queries need to be directed to Dr. Sianne Gordon-Wilson : s.gordon-wilson@qmul.ac.uk and Dr. Panayiota Alevizou: p.j.alevizou@sheffield.ac.uk .

The application deadline will be January 29th, 2025. You will be notified about the outcome of your application by February 12th, 2025.

*The sustainability SIG Chairs collectively have extensive reviewing and editorial board experience for journals such as *Association of consumer research*, *Computers in Human Behaviour*, *Consumption, Markets & Culture*, *European Journal of Marketing*, *International journal of consumer studies*, *International Journal of Contemporary Hospitality Management*, *international Journal of Sustainable Fashion and Textiles*, *Journal of Advertising*, *Journal of Marketing Management*, *Journal of Retailing and Consumer Services*, *Journal of Consumer Behaviour*, *Journal of Cleaner Production*, *Journal of Business Ethics*, *Journal of Business Research*, *Psychology & Marketing*, *Qualitative Market Research*, and *Tourism and Hospitality Research* among others. Click [here](#) for their profiles.