

Academy of Marketing Conference

Cork 2025

Saints and Scholars

University College Cork

8-10 July 2025

Delegate Information



Contents

Welcome from the Chairs.....	3
Meet the Conference Team	4
Academy of Marketing Executive Committee	5
Cork	6
Venue Map.....	7
Campus Venues	8
At-a-Glance Schedule	11
Sustainability & Wellbeing	12
Travel & Getting Around.....	13
General Conference Information	14
Conference Etiquette and Code of Conduct	15
Conference Exhibitors	16
Keynote Speakers.....	17
Presenter Instructions.....	19
Conference Social Events.....	20
Conference Sponsors.....	22
After The Conference: Discover The Wonders of Cork.....	23

Welcome from the Chairs

It is a great source of pleasure to welcome the Academy of Marketing Conference to Cork University Business School at University College Cork, Ireland.

University College Cork has a long and rich business and marketing history which has bolstered the establishment of the new Cork University Business School in 2015. Today, it is proudly accredited by both AACSB International and AMBA. Established in 1845 our beautiful university opened its gates to just 115 students in 1849, UCC now accommodates a student population of over 26,000 students and 3,500 staff. With a history of independent thinking spanning over 180 years, UCC is proud to be ranked in the top 2% of universities worldwide. One of our most renowned scholars, Professor George Boole made pivotal advances in mathematics, logic, and probability, providing the essential groundwork for modern mathematics, microelectronic engineering and computer science. His influence is such that he has been called the Father of the Digital Age. In 2015 UCC marked the bicentennial of his birth.

Set against the rich cultural and intellectual backdrop of one of Ireland's most historic universities, this year's conference embraces the theme **"Saints and Scholars"** — a tribute to the country's storied past as a beacon of both spiritual reflection and academic excellence. Ireland has long been known as the land of saints and scholars, a phrase that captures the deep intertwining of cultural identity, moral inquiry, and intellectual pursuit. At this year's gathering, we invite our global community of marketing scholars to explore the intersections of heritage and innovation, values and value creation, and tradition and transformation in marketing research and practice. In a time when marketers must navigate complex cultural, ethical, and technological landscapes, the insights drawn from our theme feel especially timely.

We would like to express our heartfelt thanks to the many individuals who have made this conference possible: our track chairs, reviewers, presenters, and discussants; the dedicated staff and volunteers at UCC; and the Executive Committee of the Academy of Marketing for their continued support and vision. Whether you are joining us for scholarly exchange, new collaborations, or simply to enjoy the hospitality and history of Cork, we hope this conference inspires you — intellectually and personally — to continue shaping the future of marketing research.

Welcome to Cork. Welcome to AM25.

Dave, Sean and Mary,

Conference Co-Chairs

Meet the Conference Team

Conference Co-Chairs



Dr Dave Alton



Dr Sean Tanner



Prof Mary McCarthy

Doctoral Colloquium Co-Chairs



Dr Stephen O'Sullivan



Dr Conor Drummond

Conference Administration Team



Siobhan Hackett

Mary O'Riordan

Academy of Marketing Executive Committee

Academy of Marketing Executive Committee



President
Caroline Tynan
University of Nottingham



Vice-President
Anne Marie Doherty
University of Strathclyde



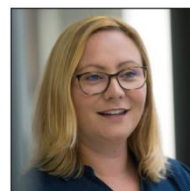
Chair
Lisa O'Malley
University of Limerick



Treasurer
Emmanuel Mogaji
Keele University



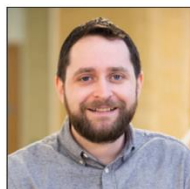
**Research
Sub-Committee Chair**
Iain Davies
University of Strathclyde



**Education
Sub-Committee Chair**
Laura Chamberlain
University of Warwick



SIG Coordinator
Mona Moufahim
University of Stirling



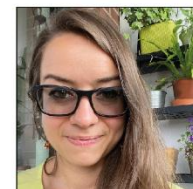
ECR Representative
Killian O'Leary
Lancaster University



Co-opted
Carolyn Strong
Cardiff University



Co-opted
Dave Alton
University College Cork



Co-opted
Claudia Henninger
The University of Manchester



Cork

Nestled in the South West of Ireland between the signature visitor experiences of Ireland's Ancient East and the Wild Atlantic Way, Cork city and county offer visitors history, heritage and landmarks, accompanied by artisan food and drink and a strong cultural, musical and artistic vibe. We are a place of dramatic natural landscapes, riverscapes, harbours, bays and seascapes.

A place of mountains, river valleys and coastlines. Cork is Ireland's second largest city but the locals consider it the 'real capital of Ireland'! The city centre is surrounded by interesting waterways and is full of excellent restaurants driving a burgeoning food scene.

The River Lee flows around the centre, an island cramped 17th-century alleys and modern masterpieces such as the Opera House, Crawford Art Gallery and the famous English Market. St Patrick's Street runs from St Patrick's Bridge on the North Channel of the River Lee, through the city's main shopping and commercial area, to the Georgian Grand Parade, which leads to the river's South Channel. North and south of St Patrick's Street lie the city's most entertaining quarters: webs of narrow streets crammed with pubs, cafes, restaurants and shops.

Cork has the longest shoreline of any county in Ireland, the last sunset in Europe and one of the deepest natural harbours in the world. The county of Cork is within driving distance of the Cliffs of Moher, the Aran Islands, the botanically important Burren Region, Bunratty Castle, the Ring of Kerry, and the lakes of Killarney. Meanwhile within a short distance of the city are the legendary Blarney Stone and Castle, the historic town of Kinsale, and the Jameson Whiskey Distillery.

Venue Map



Key Locations

48 – The Hub	Delegate Registration, Information Stand, Exhibitors, Tea/Coffee Breaks, Special Sessions
93 – The Mini Rest	Lunch (Tuesday, Wednesday, Thursday)
72 – The Boole Theatres	Keynote Sessions, AGM, Parallel Sessions
59 – West Wing	Parallel Sessions
50 – The Kane Building	Parallel Sessions
Aula Maxima	Welcome Reception (Tuesday July 8 th at 18:15)

Campus Venues

The Hub

The main gathering point for the conference for registrations, teas & coffees, sponsorship stands, is the Social Space of the newly developed student Hub. This venue boasts a wide range of seating options (both outdoor and indoor) and also contains our 'Roots' Coffee shop, which was set up by the Cope Foundation to provide work experience and employment opportunities for young people with intellectual disabilities in Cork city.



Boole Lecture Theatre

The Boole Lecture Theatre is one of University College Cork's most iconic and historic academic venues. Located in the heart of UCC's Main Quad, this theatre combines classical architecture with modern amenities and will be main location for Keynotes, AGM and Chairs' welcome.



The West Wing

The West Wing is a prominent and historically significant building located on the Main Quadrangle, which is the heart of the campus. Architecturally, it reflects the Gothic Revival style, in keeping with the original design of the university when it was founded in 1845.



The Kane Building

Named after Sir Robert Kane, a 19th-century chemist and the first president of Queen's College Cork (now UCC), the Kane Building is one of the most recognizable academic buildings on the University College Cork (UCC) campus, known for its functional design and central role in science and engineering education.



The Dora Allman Room and The Shtepps (located in the Hub)

Located in the HUB building the Dora Allman Room and the Shtepps will host all special sessions at the conference.



At-a-Glance Schedule

Tuesday July 8th

08:00-09:00	Conference Registration – The Hub
09:00-09:30	Welcome Address – Boole 3
09:30-11:00	Parallel Sessions – Boole/Kane/West Wing/Hub
11:00-11:30	Refreshment Break – The Hub
11:30-13:00	Parallel Sessions - Boole/Kane/West Wing/Hub
13:00-14:00	Lunch – Mini Rest
14:00-14:45	Keynote – Prof Diane Martin – Boole 3
14:45-15:00	Break
15:00-16:15	Parallel Sessions - Boole/Kane/West Wing/Hub
16:15-16:45	Refreshment Break – The Hub
16:45-18:00	Parallel Sessions - Boole/Kane/West Wing/Hub
18:15-20:00	Welcome Reception – Aula Maxima

Wednesday July 9th

08:30-09:00	Conference Registration – The Hub
09:00-10:30	Parallel Sessions – Boole/Kane/West Wing/Hub
10:30-11:00	Refreshment Break – The Hub
11:00-12:00	Keynote – Prof Mike Saren – Boole 3
12:45-13:15	AGM
13:15-14:15	Lunch – Mini Rest
14:15-15:00	Keynote –Patrick Kennedy (Pinterest) – Boole 3
15:00-15:15	Break
15:15-16:45	Parallel Sessions - Boole/Kane/West Wing/Hub
19:00-23:00	Gala Dinner – Cork City Hall

Thursday July 10th

09:00-09:30	Conference Registration – The Hub
09:30-11:00	Parallel Sessions – Boole/Kane/West Wing/Hub
11:00-11:30	Refreshment Break – The Hub
11:30-12:45	Parallel Sessions - Boole/Kane/West Wing/Hub
12:45-13:45	Lunch – Mini Rest
13:45-14:00	Conference Closes

Sustainability & Wellbeing

- Paperless conference: Programme and updates via QR codes and digital access (a small number of paper timetables are available on request).
- No conference packs – up to 40% of conference packs end up in landfill.
- Plastic-free catering: Locally sourced food, biodegradable packaging.
- Quiet rooms and prayer spaces available on campus.

Travel & Getting Around

From Cork Airport

Public bus:

- Take Bus 226 from Cork Airport to Cork Bus Station (Parnell Place).
- From there, transfer to Bus 205 (towards CIT) to UCC.
- Total travel time: Around 40-50 minutes.
- Cost: Approx. €7 (€5 for Bus 226 + €2 for Bus 205).
- Pay either in cash or using TFI Leap card. **Please note that buses do not take credit/debit card.**

Taxi:

- Taxis are readily available in Cork City Centre and take around 5-10 minutes to reach UCC.
- Fare: Approximately €15-20.

From City Centre

Walking (ca. 20 minutes):

- UCC is approximately 1.5 km from Cork City Centre.

Public bus:

- Take Bus 205 (towards Munster Technological University; MTU) from St. Patrick's Street or the South Mall disembarking at the stop near UCC on College Road.
- Buses run frequently, and the journey takes about 10 minutes.

Taxi:

- Taxis are readily available in Cork City Centre and take around 5-10 minutes to reach UCC.
- Fare: Approximately €7-10.

General Conference Information

Social Media & Sharing

Stay connected:

- Hashtags: #AM25
- Twitter/X: @Acad_Marketing / @CUBSucc
- Instagram/TikTok: cubsucc

Registration

There will be a registration desk located in the student hub throughout the conference.

Luggage Storage

We will have a room available in The Hub to store your luggage. Please ask at registration on arrival.

Please note: Luggage is left at the owner's risk. For your peace of mind, we advise you to keep all valuables on your person.

Fire Alarm

If the fire alarm sounds, please leave the building you are in immediately (do not use the lifts) and follow the directions given by staff and/or fire marshals. Please do not re-enter the building until you are told to do so.

Emergencies

Please alert a member of UCC staff should you need first aid or any other emergency assistance

Conference Etiquette and Code of Conduct

Conference Etiquette

The Academy of Marketing aims to provide a safe, welcoming and professional conference experience for all participants.

Delegates are asked to respect the fact that many submissions are work-in-progress. Material presented at AM2025 should therefore be treated as personal communication and is to be shared only with the express consent of the author(s). Sessions will not be recorded without the consent of participants, and the taking of photographs, screenshots, videos, and/or downloading or saving any material is strictly prohibited. When talking about the event on social media, we request that delegates do not share images of slides or posters.

Please switch digital devices to silent mode.

Please be on time and do not arrive/leave during a presentation. If you must leave one track session to move to another, this should only be done at a changeover in presenter.

Conference Code of Conduct

All delegates are respectfully requested to behave in a professional manner. All communications should be appropriate for a professional audience including people of many different backgrounds.

The Academy will not tolerate harassment of delegates in any form. Harassment includes sustained disruption of talks or other events, inappropriate sexual attention or innuendo, deliberate intimidation, stalking, and recording of an individual without consent. It also includes offensive or belittling comments related to gender, gender identity and expression, sexual orientation, disability, age, physical appearance, body size, ethnicity or religion (or lack thereof), or technology choices.

Any conference participants violating these rules may be sanctioned or expelled from the event, without a refund, at the discretion of the organisers. Anyone who feels they have been discriminated against, harassed, threatened, intimidated, has observed or witnessed violations of this code, or has other concerns is encouraged to immediately report these instances to a member of the Conference Organising Committee. The Conference Organising Committee and Academy Executive Committee are committed to addressing and resolving the matter to the best of their abilities. Notifying the Conference Organising Committee / Academy does not constitute or replace a notification to appropriate legal authorities.

Conference Exhibitors



Routledge
Taylor & Francis Group

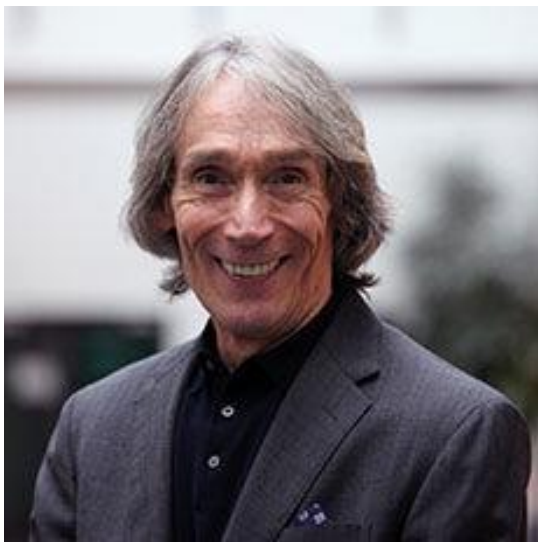
Keynote Speakers

Prof. Diane Martin

Diane M. Martin is an Established Professor of Marketing at the University of Galway. She has published in numerous top journals and is the co-author of the book *Sustainable Marketing*. Her award-winning research employs ethnographic methods in relationships between consumers, communities and culture. Her research interests are situated at the confluence of stakeholders influence on business and business influence on stakeholders where she hopes to make an impact toward a more sustainable future. Professor Martin is an American Leadership Forum Senior Fellow.



Prof. Michael Saren



Michael Saren is a Professor of Marketing in Birmingham Business School where he is involved in the responsible and critical marketing research group in the department of marketing. He holds a Ph.D. in the management of innovation from the University of Bath and his research interests are in the development of marketing theory, particularly regarding marketing knowledge, technology, and sustainability. His “somewhat idiosyncratic” textbook *Marketing Graffiti* (Routledge 2006/2018) has been translated into six languages including Mandarin and Russian. He was a founding editor in 1999 of the journal *Marketing Theory* (Sage Publications) and is an

honorary fellow and lifetime member of the UK Academy of Marketing.

Patrick Kennedy (Global Head of Scaled Measurement at Pinterest)

Patrick is currently Global Head of Scaled Measurement at Pinterest, leading a team of Measurement experts to deliver thought leadership, product & tooling innovation, and measurement education. He and his team focus on Marketing Mix Modelling, Attribution, and Incrementality solutions as part of a measurement system of truth, to support measurement accuracy and strategy development. He's been with Pinterest for nearly three years and has worked directly with some of Europe's biggest brands, e.g. Nike, On Running, H&M, and Inditex. Prior to Pinterest, Patrick worked as a Marketing Science Partner at Meta, working with advertisers across France, Belgium, Middle East, and Africa to determine their marketing effectiveness. Before this, he was a Research Director at Dunnhumby, leading the Shopper Thoughts research solution. He has previously worked with Amarach Research, conducting qualitative and quantitative research among Irish consumers for some of Ireland's largest brands.



Presenter Instructions

Each session is scheduled to last between 60 – 90 minutes. Each presenter has 15 minutes to present and five minutes for questions and answers/discussion. The Track Chair will strictly implement this timing – if you run over it will negatively impact on the next presenter. You will be given 5-, 3- and 1-minute warning signals.

Please save your presentation in a flash drive USB memory stick to transfer the file to the computer in the room in advance of the session commencing.

Conference Social Events

Welcome Reception – July 8th



At the end of Conference Day One, delegates will be invited to the Aula Maxima. Situated in the picturesque setting of the Tudor Gothic quadrangle on the UCC campus. The Aula Maxima is described as one of the most magnificent rooms in Ireland. The Aula Maxima or Great Hall was the largest single element in the original group of buildings erected on the foundation of the College in 1849.

This impressive hall has retained its original appearance and is the main centre for formal functions in the University, such as Presidential Inaugurations. A large stained-glass window at the east end of the hall commemorates George Boole (1815-1864) first Professor of Mathematics at UCC. The lower central panel shows Boole seated writing and behind him Aristotle (left) and Euclid (right). The stained-glass window on the north wall was erected to the memory of Robert Harkness, born in Lancashire in 1816, who became Professor of Geology at UCC in 1853.

Past Presidents of the University are commemorated in oil portraits on the west wall of the hall. Delegates can soak up the history of this 170-year-old great hall during an evening of entertainment, drinks and food, which will be served in the President's Garden.

Directions: The Aula Maxima is located on the main quadrangle on UCC and a one-minute walk from the registration desks.

Gala Dinner - July 9th



One of the last classical stone buildings built on a grand scale in Ireland, Cork City Hall is one of the city's few monumental classical buildings. Its site on the river is very important to this part of the city, the river gateway to the east.

The Gala dinner will commence with a **drinks reception at 19.00** followed by dinner in the banquet hall and entertainment from The Pat Fitz Band.

Directions: Attendees should enter via the glass doors located on the Anglesea Street side of Cork City Hall ([Google Maps location](#))

Conference Sponsors



After The Conference: Discover The Wonders of Cork

Cork is distinctive and it offers unmissable experiences that can be enjoyed in multiple ways. The city and county complement each other well; the coastline offers a calm escape or a sporty challenge, the hills and mountains are there to admire or climb and the rich ancient history adds an element of discovery and satisfaction to any day out.

Within a 5-minute walk from the City Centre is the impressive **'Saint Fin Barre's Cathedral'**. Noteworthy features include stained glass windows depicting scenes from the Old and New Testaments, marble mosaics from the Pyrenees while the sanctuary ceiling portrays Christ, surrounded by angels. The building contains more than 1,260 sculptures, a particularly ornate pulpit and even a 24lb cannonball, a legacy of the Siege of Cork in 1690.

Nearby is **'Nano Nagle Place'** an unexpected oasis in the centre of bustling Cork City, a place that celebrates Nano Nagle's vision of empowerment through education, community inclusion and spiritual engagement for a contemporary world.

The complex houses a museum, heritage rooms, gardens, the wonderful Good Day Deli, both a design and gift shop, and a Cork focussed book shop in the museum.





From here head back to the City Centre and into the historic '**English Market**' which is a must-see. Follow in the footsteps of Queen Elizabeth II through this working market situated in the heart of Cork City, which has been trading since 1788.

Continue on to another must-see attraction in the form of the free to visit '**Crawford Art Gallery**'. This is the National Cultural Institution and regional art museum for Munster, dedicated to the visual arts, both historic and contemporary. The collection comprises almost 4,000 works, ranging from eighteenth century Irish and European painting and sculpture, through to contemporary video installations. At the heart of the collection is a collection of Greek and Roman sculpture casts, brought to Cork in 1818 from the Vatican Museum in Rome.

Also, while in the City you might want to stop off at the historic, castellated '**Old Cork City Gaol**' for a tour, or on to the '**Shandon Bells**' in the tower at St Anne's Church, an iconic part of city's skyline since 1722. You can climb the tower to play pop songs on the bells, and go higher for great views over the city.

The celebrated Bells of Shandon are the soundtrack of our city. Now it's time to add your own sounds.

When dining in the city, there are ample options to suit all budgets in the heart of the city, a stone's throw from The English Market, and is a home from home for many of its loyal customers, and also the 'Farmgate Café' located within the 'English Market'. Here, centuries old traditional, seasonal, regional, even 'forgotten' foods are at the core of their ethos, and also form a visible link between the menu and the wonderful array of produce downstairs.



Travel on from Cork City to the famous town of Cobh, pronounced 'Cove' - the last port of call of the Titanic. Start your afternoon with a trip to the **'Cobh Heritage Centre –the Queenstown Story'**.

The Heritage Centre is situated in the Atlantis Terminus, the town's large 19th century old railway station and enjoy their wonderful café on-site. Beyond this is the splendid waterfront, relax by the bandstand with an ice-cream and if you are lucky you might even get to hear some music. Travel up the hill to **'Cobh Cathedral'** and its 49 bell Carillon, the largest in Ireland and Great Britain and one of the best examples of its genre.

From Cobh travel to nearby Midleton and take one of the memorable tours around the **'Jameson Distillery'**, Midleton. Come face-to-face with the largest Pot Still in the world, visit the new Micro-Distillery, experience a live maturation warehouse and much more. With tours regularly throughout the day, you'll walk through the history of the whiskey making process from grain to glass and get the chance to experience a memorable comparative whiskey tasting. To round off your visit, enjoy a stroll through the Jameson gift shop and choose from over 48 different whiskeys or the many other gifts on offer as a present for someone back home.