



AM ACADEMY OF
MARKETING
CONFERENCE 2026

**Breaking Boundaries –
Unlocking Potential**

6th–9th July 2026
Etihad Stadium, Manchester

MANCHESTER
1824

The University of Manchester

Call for Papers and Submission Guidelines

Final Closing date for submissions is 26 January 2026

Conference email address: am26conf@manchester.ac.uk

We are delighted to invite submissions for the **2026 Academy of Marketing Conference**, hosted in **Manchester**, a vibrant city known for its creativity, diversity, and innovation.

The conference theme, **Breaking Boundaries in Marketing**, reflects our commitment to inclusivity, openness, and collaboration. We aim to create a forum that not only welcomes diverse perspectives but also encourages interdisciplinary research — a critical driver of innovation in today's evolving marketing environment.

Over recent decades, marketing has undergone profound transformation. Developments such as the growing focus on sustainability and the circular economy, shifts in consumer behaviour, new retail and service formats, and the continuing expansion of digital technologies have reshaped both practice and theory. As our world changes, so too must our approaches to understanding and engaging with these emerging phenomena.

The 2026 Academy of Marketing Conference seeks to explore these transformations by **embracing the challenges and opportunities they bring**. We invite contributions that **break boundaries** — whether methodological, theoretical, or practical — and that inspire new ways of thinking about marketing in contemporary society.

Conference Team



**Dr Claudia
Henninger**
Conference Chair



**Dr Rosy
Boardman**
Conference Co-
Chair



**Dr Courtney
Chrimes**
Conference Co-
Chair



Dr Jane Wood
Conference Co-
Chair



**Aurelie Le
Normand**
Conference Co-
Chair

Key Dates

- **FINAL Paper Submission Deadline:** 26th January 2026
- **Paper Decisions:** March 2026
- **Early Bird Registration Deadline:** 20th May 2026
- **Final Registration Deadline:** 10th June 2026
- **Conference Dates:** 6th July 2026 Doctoral Colloquium, 7-9th July Main Conference

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](#).

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.

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

Guidelines for Submissions

All papers must be submitted online via the AM 2026 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.

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 must 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 on the Conference website. **Please note that all submissions to the AM Conference must comply with the Academy of Marketing AI Policy.**
- 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).

Terms And Conditions

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM 2026 Conference:

1. The deadline for submission of papers is **Midnight GMT 26th January 2026**. 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 AM2026 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 AM2026 Conference and pay the registration fee by the required date (8th June 2026) or their paper will be withdrawn.
7. Successfully refereed papers will be published in the Academy of Marketing (AM) 2026 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 The University of Manchester 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.

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