

AM2026 CONFERENCE – OUTLINE PAPER SCHEDULE (18/05/2026)

SESSION NAME	DATE	START TIME	END TIME	SUBMISSION IDS
TRACK - Advertising & Marketing Communications	7th Jul 26	15:15	16:45	4, 24, 325, 390
TRACK - Advertising & Marketing Communications	8th Jul 26	14:15	15:15	122, 157, 269
TRACK - Advertising & Marketing Communications	8th Jul 26	15:45	16:45	85, 330, 387
TRACK - Advertising & Marketing Communications	9th Jul 26	09:30	11:00	35, 101, 171, 367
TRACK - AI	7th Jul 26	09:30	11:00	53, 147, 250, 385, 410
TRACK - AI	7th Jul 26	13:15	14:45	12, 37, 197, 281, 328
TRACK - AI	7th Jul 26	15:15	16:45	42, 297, 323, 356, 402
TRACK - AI	8th Jul 26	09:00	10:30	67, 158, 181, 210, 327
TRACK - AI	8th Jul 26	11:00	12:30	56, 125, 284, 333, 403
TRACK - AI	8th Jul 26	14:15	15:15	178, 231, 313
TRACK - AI	8th Jul 26	15:45	16:45	167, 318, 340
TRACK - AI	9th Jul 26	09:30	11:00	347, 368
TRACK - AI	9th Jul 26	11:30	13:00	202, 360, 384, 400
TRACK - AM Funded Research	8th Jul 26	11:00	12:30	52, 126, 251, 411, 412
TRACK - AM Funded Research	8th Jul 26	14:15	15:15	48, 213, 232
TRACK - Arts, Heritage & Nonprofit	7th Jul 26	13:15	14:45	44, 245, 257, 319, 392
TRACK - Arts, Heritage & Nonprofit	7th Jul 26	15:15	16:45	106, 115, 348, 398
TRACK - B2B & Business Networks	7th Jul 26	15:15	16:45	89, 261, 401
TRACK - B2B & Business Networks	8th Jul 26	15:45	16:45	62, 355, 362
TRACK - Brands & Branding	7th Jul 26	09:30	11:00	25, 149, 152, 397
TRACK - Brands & Branding	8th Jul 26	11:00	12:30	49, 162, 190, 263
TRACK - Brands & Branding	9th Jul 26	11:30	13:00	168, 183, 298
TRACK - CCT	7th Jul 26	09:30	11:00	5, 68, 163, 203, 206
TRACK - CCT	7th Jul 26	13:15	14:45	128, 177, 208, 238, 272
TRACK - CCT	7th Jul 26	15:15	16:45	6, 91, 184, 187, 226
TRACK - CCT	8th Jul 26	09:00	10:30	59, 77, 256, 342, 394
TRACK - CCT	9th Jul 26	09:30	11:00	199, 254, 315, 344
TRACK - CCT	9th Jul 26	11:30	13:00	117, 193, 204, 268
TRACK - Consumer Research	7th Jul 26	09:30	11:00	96, 131, 153, 211, 273
TRACK - Consumer Research	7th Jul 26	13:15	14:45	112, 141, 260, 343, 361
TRACK - Consumer Research	7th Jul 26	15:15	16:45	81, 282, 311, 317, 365
TRACK - Consumer Research	8th Jul 26	09:00	10:30	40, 239, 288, 338, 378
TRACK - Consumer Research	8th Jul 26	09:00	10:30	70, 93, 173, 176, 408
TRACK - Consumer Research	8th Jul 26	11:00	12:30	57, 71, 108, 169, 337
TRACK - Consumer Research	8th Jul 26	14:15	15:15	212, 273, 372
TRACK - Consumer Research	8th Jul 26	15:45	16:45	83, 94, 409
TRACK - Consumer Research	9th Jul 26	09:30	11:00	82, 198, 201, 290, 375
TRACK - Consumer Research	9th Jul 26	11:30	13:00	100, 142, 233, 285, 353
TRACK - Digital Marketing	7th Jul 26	09:30	11:00	2, 18, 90, 329, 207
TRACK - Digital Marketing	7th Jul 26	13:15	14:45	54, 170, 196, 294, 303
TRACK - Digital Marketing	8th Jul 26	09:00	10:30	15, 29, 87, 156, 305
TRACK - Digital Marketing	8th Jul 26	11:00	12:30	241, 278, 287, 383, 405
TRACK - Digital Marketing	8th Jul 26	14:15	15:15	215, 253, 309

TRACK - Digital Marketing	8th Jul 26	15:45	16:45	60, 121, 134, 413
TRACK - Digital Marketing	9th Jul 26	11:30	13:00	63, 146, 240, 336, 366
TRACK - Entrepreneurship & Innovation	8th Jul 26	15:45	16:45	66, 92, 275
TRACK - Entrepreneurship & Innovation	9th Jul 26	09:30	11:00	3, 39, 277, 302
TRACK - Marketing in Context	7th Jul 26	13:15	14:45	9, 10, 165, 286, 350
TRACK - Marketing in Context	7th Jul 26	15:15	16:45	13, 129, 395
TRACK - Marketing in Context	8th Jul 26	14:15	15:15	97, 160, 301
TRACK - Marketing in Context	8th Jul 26	15:45	16:45	214, 364, 271
TRACK - Marketing Pedagogy	7th Jul 26	15:15	16:45	98, 110, 259, 283
TRACK - Marketing Pedagogy	8th Jul 26	09:00	10:30	137, 185, 229, 321, 388
TRACK - Marketing Pedagogy	8th Jul 26	11:00	12:30	113, 192, 200, 326, 407
TRACK - Marketing Pedagogy	8th Jul 26	14:15	15:15	324, 335, 374
TRACK - Marketing Pedagogy	9th Jul 26	11:30	13:00	74, 310, 386
TRACK - Marketing Pedagogy	9th Jul 26	11:30	13:00	11, 30, 195, 217, 255
TRACK - Marketing Strategy & Global Marketing	8th Jul 26	15:45	16:45	55, 224, 295
TRACK - Marketing Strategy & Global Marketing	9th Jul 26	11:30	13:00	132, 136, 174, 191, 274, 399
TRACK - Political Marketing	9th Jul 26	09:30	11:00	8, 17, 76, 186, 249
TRACK - Responsible & Sustainable Marketing	7th Jul 26	09:30	11:00	61, 104, 111, 127, 345
TRACK - Responsible & Sustainable Marketing	7th Jul 26	09:30	11:00	58, 291, 296, 306, 331
TRACK - Responsible & Sustainable Marketing	7th Jul 26	13:15	14:45	79, 189, 369, 389
TRACK - Responsible & Sustainable Marketing	7th Jul 26	15:15	16:45	155, 164, 244, 267, 339
TRACK - Responsible & Sustainable Marketing	8th Jul 26	09:00	10:30	227, 237, 247, 292, 308
TRACK - Responsible & Sustainable Marketing	8th Jul 26	09:00	10:30	86, 102, 143, 161, 264
TRACK - Responsible & Sustainable Marketing	8th Jul 26	11:00	12:30	10, 123, 139, 235, 380
TRACK - Responsible & Sustainable Marketing	8th Jul 26	14:15	15:15	373, 376, 381
TRACK - Responsible & Sustainable Marketing	8th Jul 26	15:45	16:45	124, 205, 209
TRACK - Responsible & Sustainable Marketing	9th Jul 26	09:30	11:00	51, 154, 246, 346, 391
TRACK - Responsible & Sustainable Marketing	9th Jul 26	11:30	13:00	23, 33, 72, 75, 114
TRACK - Retail & Services Marketing	7th Jul 26	09:30	11:00	16, 34, 78, 242, 349
TRACK - Retail & Services Marketing	7th Jul 26	13:15	14:45	88, 130, 175, 334
TRACK - Retail & Services Marketing	8th Jul 26	09:00	10:30	109, 118, 120, 221, 230
TRACK - Retail & Services Marketing	8th Jul 26	11:00	12:30	7, 21, 105, 223, 265
TRACK - Retail & Services Marketing	9th Jul 26	09:30	11:00	119, 236, 289, 315, 322
TRACK - Social Marketing, Vulnerability & Wellbeing	7th Jul 26	09:30	11:00	135, 307, 351, 352, 354
TRACK - Social Marketing, Vulnerability & Wellbeing	7th Jul 26	13:15	14:45	69, 182, 370, 382, 396
TRACK - Social Marketing, Vulnerability & Wellbeing	7th Jul 26	15:15	16:45	60, 80, 133, 234, 240
TRACK - Social Marketing, Vulnerability & Wellbeing	8th Jul 26	11:00	12:30	38, 220, 280, 299, 300
TRACK - Social Marketing, Vulnerability & Wellbeing	8th Jul 26	14:15	15:15	32, 43, 145
TRACK - Social Marketing, Vulnerability & Wellbeing	8th Jul 26	15:45	16:45	194, 225, 228
TRACK - Social Marketing, Vulnerability & Wellbeing	9th Jul 26	09:30	11:00	28, 31, 76, 186, 279
TRACK - Tourism & Place Marketing	7th Jul 26	09:30	11:00	41, 107, 179, 180
TRACK - Tourism & Place Marketing	7th Jul 26	13:15	14:45	65, 73, 258, 404
TRACK - Tourism & Place Marketing	8th Jul 26	09:00	10:30	36, 95, 304, 359
TRACK - Tourism & Place Marketing	8th Jul 26	11:00	12:30	20, 47, 216, 363
TRACK - Tourism & Place Marketing	8th Jul 26	14:15	15:15	19, 150, 252
TRACK - Tourism & Place Marketing	9th Jul 26	09:30	11:00	99, 103, 219, 316

AM2026 CONFERENCE – SPECIAL SESSION TIMES

Session name	Date	Start time	End time
SPECIAL SESSION - The Black Box Studio: Investigating Invisible AI in Marketing Education	7th Jul 26	09:30	11:00
SPECIAL SESSION - Digital Intimacy and Immersive Commerce: Theoretical Advances in Consumer Engagement Through Virtual and Social Technologies	7th Jul 26	13:15	14:45
SPECIAL SESSION - Wonder, Work, and the Machine: Designing the Future of Marketing Education	7th Jul 26	13:15	14:45
SPECIAL SESSION - Boundary spanning – exploring interdisciplinary innovation between marketing and tourism	7th Jul 26	15:15	16:45
SPECIAL SESSION - Real-World Data Analytics and Insights: Methods and Applications for Social Change	7th Jul 26	15:15	16:45
SPECIAL SESSION - The Engaged Marketing Scholar: Challenges and Pathways to Co-creating Impact	8th Jul 26	09:00	10:30
SPECIAL SESSION - Making Marketing Research Matter: Pathways to Impact	8th Jul 26	11:00	12:30
SPECIAL SESSION - Reimagining Sustainability in Marketing: An Interactive, Interdisciplinary, Co-Creation Workshop	8th Jul 26	11:00	12:30
SPECIAL SESSION - The Impact of Marketing Education: Mapping Systems, Connections and Strategic Implications (2 part session)	8th Jul 26	14:15	16:45
SPECIAL SESSION - Rethinking Boundaries: Confronting Digital Disruption in Visual Research	9th Jul 26	09:30	11:00
SPECIAL SESSION - Teaching Your Way Forward: Strategic Career Development for Marketing Academics	9th Jul 26	09:30	11:00
SPECIAL SESSION - From Word-of-Mouth (WOM) to Electronic Word-of-Mouth (eWOM) to Electronic Word-of-Mouth 2.0 (eWOM 2.0)	9th Jul 26	11:30	13:00