



A Call For Innovation

6th-9th July 2027
Craiglockhart Campus
Edinburgh

Edinburgh Napier
UNIVERSITY



AM2027 Call for Special Session Proposals

Closing date for submissions is 1st December 2026

We are delighted to invite submissions for the **2027 Academy of Marketing Conference**, hosted in **Edinburgh**, a beautiful city known for its history, culture, and innovation. From exploring iconic landmarks such as Royal Mile and Arthur's Seat to enjoying the city's thriving food and arts scene, AM delegates are invited to immerse themselves in everything Edinburgh has to offer. Our social events will invite attendees to renowned and unforgettable venues overlooking picturesque sights of Edinburgh Castle and Calton Hill.

The conference theme, **A Call for Innovation** is a nod to Edinburgh's history as the birthplace of pioneering figures such as Alexander Graham Bell. The theme both evokes a 'call' to action and looks ahead to the next era of marketing thought and practice. The conference will celebrate the Academy of Marketing's longstanding tradition of advancing innovative methods, theories, contexts, and approaches, at a time when the pace and scope of innovation continue to expand.

Special Sessions

We welcome Proposals for **Special Sessions** at the conference.

Special Sessions do not require paper submissions and are open to any delegate to choose to attend.

Example formats include round table, expert panel discussion or interactive session. (Note that Special Session Convenors are responsible for organising the payment of the Conference day rate for speakers that are not already registered for the full event).

Special Session proposals should:

- Address a cutting-edge theoretical, methodological or pedagogical issue in marketing.
- Be a maximum of 500 words in length.
- Identify the preferred format that will form the basis of the activities during a 90 minute Session.
- Include full details of the Proposed Special Session Convenors, and indicate the corresponding Convenor.
- The Conference Committee wish to limit the number of Special Sessions to those that do incorporate round table, expert panel discussion, and other unique forms of delivery that cannot be accomplished via the regular tracks. As such, the inclusion of details around proposed speakers, format and other workshop particulars is essential for inclusion in any submission.

These should be submitted by email to am27conf@napier.ac.uk by **1st December 2026**.

These will be assessed competitively, and decisions will be communicated to the proposed convenors by **11th January 2027**.