



A Call For Innovation

6th-9th July 2027
Craiglockhart Campus
Edinburgh

Edinburgh Napier
UNIVERSITY

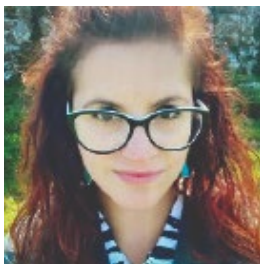


Doctoral Colloquium Call for Papers & Submission Guidelines

Closing date for submissions is **11th January 2027**

Doctoral Colloquium email address: am27dc@napier.ac.uk

DC Chairs



Dr Kat Rezai
DC Co-Chair



Dr Fan Lu
DC Co-Chair

Key Dates

- **16 November 2026** Submission system opens
- **11 January 2027** Deadline for submission of Doctoral Colloquium papers
- **March 2027** Paper acceptance confirmed
- **6 July 2027** AM Doctoral Colloquium 2027

The Academy of Marketing Doctoral Colloquium provides an opportunity for doctoral researchers to engage with fellow students and experienced academic mentors, fostering discussion and feedback on their research. The colloquium will be held on **Tuesday 6 July 2027**, immediately preceding the **Academy of Marketing 2027 Conference**, and will run as a full-day event. Designed to promote collaboration, intellectual exchange, and professional development, the colloquium offers a supportive and welcoming environment for doctoral students. Contributions from all areas within marketing are encouraged, with submissions employing a wide range of methodological and theoretical approaches warmly welcomed.

This year's doctoral Colloquium follows the theme of the main conference, which evokes a 'call to innovation' and looks ahead to the next era of marketing thought and practice. Pursuing a PhD is an exciting opportunity for growth, but it can also be accompanied by uncertainty and self-doubt. This Doctoral Colloquium seeks to support you in developing confidence in your abilities and engaging more effectively with the wider research community.

Doctoral students in **all years of study** are welcome, but please note if you are in the later/writing-up stages of the process, the mentor's feedback may only be more useful for your viva preparation.

You are required to submit 750-word extended abstract of your doctoral project. This should cover:

- Research problem and aims, including any relevant critical review of the literature or conceptual development;
- Methodology, with justification for your chosen research design;
- Findings (if applicable)
- Contributions (if applicable)
- Describe what you hope to gain from participating in the Doctoral Colloquium

This will allow our panel of experts to gain insight into your conceptual thinking and the decisions you have made so far.

Successful applicants will then receive written feedback in advance and will submit a full five-page paper in June, so your mentor can review it in advance of your presentation. This is designed to encourage meaningful discussion and provide valuable feedback from experienced research mentors.

Doctoral presentations will be organised into parallel tracks according to research topic and stage of development (e.g., literature review, research design, or findings analysis). The programme will also include faculty-led sessions aimed at supporting students in navigating the dissertation process and preparing for a career in academia.

A limited number of Bursaries, funded by The Marketing Trust, will be available to assist full-time Doctoral Students to attend the Doctoral Colloquium at AM2027. Authors of papers accepted for the AM2027 Doctoral Colloquium will be contacted with details on how to apply for a Bursary.

Doctoral Colloquium Paper Guidelines

Students at any stage of their research may submit a paper. These must be:

- **A maximum 750-word abstract**, 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. References can be loaded into the system separately.*
- **Authors should ensure that their names or any other author-identifying information including indication of their institution are not included in the text of the paper - the online paper submission system will keep a record of these details.**
- The online system will ask authors of DC submissions to indicate:
 - The stage in the PhD process the student is at (e.g. Early year 1, Middle year 2-3, final year 3-4)
 - The intended submission date for the PhD
 - The methodological approach being proposed/used
 - The potential contributions of the research
 - If the author has previously attended an AM Doctoral Colloquium, and when.
 - What the author hopes to achieve in attending the AM2027 Doctoral Colloquium

All papers must be submitted online via the AM 2027 DC website. Please do not submit into the main Conference Submission system, as they are separate from the DC papers.

A link to the online paper submission system will be provided from the AM2027 DC webpage:
<https://academyofmarketing.org/doctoral-colloquium/>

References

References are additional to the 750-word abstract. References must be presented in **APA 7 (American Psychological Association) Style**. You can find detailed guidelines about exactly how references should be presented from the *Instructions for Authors* page of the website of the official journal of the Academy of Marketing, the **Journal of Marketing Management** -

<https://www.tandfonline.com/toc/rjmm20/current>

http://www.tandf.co.uk/journals/authors/style/reference/tf_APA.pdf

DC Terms and Conditions

Authors agree to abide by the following terms and conditions associated with submitting a paper for the AM DC 2027:

1. The deadline for submission of papers is **Midnight GMT 11 January 2027**. All abstracts will be independently blind-reviewed by at least two reviewers. Authors should, therefore, ensure that their names or any author-identifying information are not included in the online submission. The language of the conference is English and all papers should be in English.
2. All abstracts 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 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.**
4. The decision of the AM 2027 DC Chair in relation to the acceptance of the papers is final.
5. Authors will be notified of acceptance, rejection, and/or suggested modifications as soon as the review process has been completed. Authors should act on feedback and comments provided by the AM DC 2027 reviewers, especially in the development of the following 5-page paper and presentation. Please keep an exact copy of the final paper for future reference.
6. By submitting a paper to be reviewed, the author(s) are indicating that the author will attend the conference **in person and present the paper**.
7. All attendant presenters must register for the AM 2027 Conference and pay the registration fee by the required date or their paper will be withdrawn. (Note, a limited number of DC Bursaries are available, and details on how to apply will be provided to accepted authors).

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 Edinburgh Napier University 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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