

Tracks and track descriptions

Below you will find an overview of all conference tracks you can submit to. Please submit your paper to just one track. Make sure that you submit to the best possible track for your work. We know from experience that too many papers are submitted to the larger tracks like 'Consumer behavior' or 'Marketing Strategy', while they would find more receptive reviewers and a more interested audience in topical tracks that are closer to what the studies are about. Much research in marketing involves an evaluation of 'strategies' or some consumer response measure, but the research questions are really about branding, about retailing, about international marketing, etc... All of these subfields – and many more – have tracks dedicated to them. To help you with your choice we have listed a few topical target journals that give an idea of the scope of the track. These lists are by no means exhaustive or exclusive. All tracks overlap to some extent with others, and obviously many of you will first consider general marketing journals like the *Journal of Marketing*, the *Journal of Marketing Research*, *IJRM*, or the *European Journal of Marketing*, which would be interested in papers for every EMAC topical track.

TRACKS

1. ADVERTISING, PROMOTION, & MARKETING COMMUNICATION

... invites papers which aim to contribute to the general understanding of the effect of these marketing instruments on consumers, and the processes that are underlying these effects, regardless of methodology. If your research is about a topic that is usually considered for publication in the *International Journal of Advertising* or the *Journal of Advertising*, this is the right track for your work even if you do not consider submitting your work to that journal.

Chairs: Peeter Verlegh (University of Amsterdam), John Pracejus (University of Alberta), and Maarten Gijsenberg (University of Groningen)

2. B2B MARKETING

... invites papers that study transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. B2B marketing (a.k.a. industrial marketing) encompasses the marketing of business experiences, ideas, services, products and any combination of such offerings as well as reseller phenomena with domestic and/or global perspectives. Business marketing phenomena occur with all transactions, exchanges and relationships between any dyad involving organizations, institutions or resellers and, within / among social networks. If your research is about a topic that is usually considered for publication in *Industrial Marketing Management* or the *Journal of Business to Business Marketing*, this is the right track for your work, even if you do not consider submitting your work to that journal. Many of the authors in this track would consider the *Journal of Marketing* as their primary target journal.

Chairs: Kenneth Wathne (University of Stavanger) and Steven Seggie (Ozyegin University)

3. CONSUMER BEHAVIOR.

... invites papers which aim to contribute to the general understanding of consumers and consumption, regardless of methodology. If your research is about a topic that is usually considered for publication in the *Journal of Consumer Research* or the *Journal of Consumer*

Psychology, this is the right track for your work even if you do not consider submitting your work to those journals.

Chairs: Mario Pandelaere (Ghent University), Tina Lowrey (HEC Paris) and Sandor Czellar (University of Lausanne)

4. INNOVATION & NEW PRODUCT AND SERVICE DEVELOPMENTS

... invites papers that seek to advance our theoretical and managerial knowledge of product and service development, by studying factors that affect the success of product and service innovation in the organization's external and internal environments. The research can be located in the consumer, business-to-business, or institutional domains, and use any type of quantitative or qualitative methodology. If your research is about a topic that is usually considered for publication in the *Journal of Product Innovation Management*, this is the right track for your work even if you do not consider submitting your work to that journal.

Chairs: Andreas Herrmann (University of St.Gallen) and Marion Debruyne (Vlerick Business School)

5. INTERNATIONAL & CROSS-CULTURAL MARKETING

... invites papers which aim (a) to develop and test theories about international marketing phenomena, or (b) develop and test theories of marketing phenomena in cross-national and cross-cultural environments. If you are considering to submit your work to journals like the *Journal of International Business Studies*, *Journal of International Marketing*, and *International Marketing Review*, this is the right track for your work even if you do not consider submitting your work to that journal.

Chairs: John Cadogan (Loughborough University) and Matthew Robson (University of Leeds)

6. MARKETING EDUCATION

... invites papers which aim to contribute to the development of marketing education. If you are considering to submit your work to journals like the *Journal of Marketing Education*, *Marketing Education Review* or *Journal for Advancement of Marketing Education*, this is the right track for your work even if you do not consider submitting your work to that journal.

Chairs: Suzanne Beckmann (Copenhagen Business School) and Kerri-Ann L. Kuhn (Queensland University of Technology)

7. MARKETING IN EMERGING AND TRANSITION ECONOMIES

... invites papers aiming to understand how marketing operates in emerging and transitional economies, and how it is affected by and influences the economic performance, prospects and problems of these economies. There are currently no specific marketing journals associated with the content of this track; the research often finds its place in international marketing journals or in specialized volumes.

Chairs: Steven Michael Burgess (Nelson Mandela Metropolitan University) and Naresh Malhotra (Georgia Tech & NMMU)

8. MARKETING STRATEGY

... invites papers studying all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives. This research is typically published in general marketing journals, more specifically the *Journal of Marketing*, but may also find its way to journals in the strategy field.

Chairs: Christian Homburg (University of Mannheim) and Dirk Totzek (University of Passau)

9. **MARKETING THEORY & NEW PARADIGMS...** invites papers offering new theory that represent a significant departure from traditional ways of thinking about marketing phenomena. The typical home for these papers is the *Journal of Marketing*, but can also be found in specialized journals like *Marketing Theory* or the *AMS Review*.
Chairs: Rod Brodie (University of Auckland) and Ajay Kohli (Georgia Tech)
10. **MODELING AND MARKETING ANALYTICS**
... invites papers using mathematical techniques to build models that help us understand marketing phenomena, models that offer decision support for marketing actions, and quantitative measures and analysis techniques to extract information from traditional and new data sources that are available to marketing researchers. If your research is about a topic that is usually considered for publication in the *Marketing Science*, the marketing section of *Management Science*, or *Quantitative Marketing and Economics*, this is the right track for your work even if you do not consider submitting your work to these journals.
Chairs: Tammo Bijmolt (University of Groningen) and Wagner Kamakura (Rice University)
11. **ONLINE MARKETING & SOCIAL MEDIA**
... invites papers that aim to contribute to the discourse shaping the growing field of digital, interactive, and direct marketing environments. If your research is about a topic that is usually considered for publication in the Journal of Interactive Marketing, this is the right track for your work even if you do not consider submitting your work to that journal.
Chairs: Bernd Skiera (Goethe University Frankfurt) and Arvind Rangaswamy (Penn State University)
12. **PRICING.**
... invites scholarly research that aims to contribute to the marketing discipline's current understanding of price effects on buyer behavior. The track welcomes all methodological approaches (experimental, analytical, etc.) and is open to any unit of analysis (e.g., consumer attitudes and behavior, firm strategy, measurement of willingness to pay). There is no particular marketing journal associated with the content of this track; all general purpose journals could be interested in publishing research on pricing.
Chairs: Skander Esseghaier (Koç University) and Marco Bertini (ESADE Business School)
13. **PRODUCT AND BRAND MANAGEMENT**
... invites papers studying the analysis and planning on how a brand is positioned in the market, how the brand helps create a relationship or a connection between a company's product and emotional perception of the customer, and how it can help to fulfill customer expectations and consistent customer satisfaction. Typical outlets for this work are general purpose marketing journals; a specialized journal is the *Journal of Brand Management*.
Chairs: Gilles Laurent (INSEEC) and Marc Vanhuele (HEC)
14. **PUBLIC SECTOR AND NONPROFIT MARKETING**
... invites papers studying all aspects of marketing as applied in contexts other than that of the typical profit-oriented organization, with particular reference to marketing practice in, for example, nonprofit organizations, pressure groups, charities, political parties, municipal administrations etc. The objectives of this activity could include fundraising, changing attitudes and behaviour with

regard to social issues, marketing public services, marketing places, marketing particular points-of-view etc. If your research is about a topic that is usually considered for publication in the *Journal of Public Policy and Marketing*, the *Journal of Nonprofit and Voluntary Sector Marketing* and the *Journal of Macromarketing*, this is the right track for your work even if you do not consider submitting your work to that journal

Chairs: Patrick De Pelsmacker (University of Antwerp) and Gary Warnaby (University of Manchester)

15. RELATIONSHIP MARKETING

... invites conceptual and empirical papers which aim to contribute to the general understanding of building, developing, maintaining, and enhancing successful relational exchanges using any applicable methodology. If your work relates to topics such as customer acquisition, retention, relationship expansion, customer lifetime value, customer engagement, and similar topics, this is the right track for your work. There is no particular marketing journal associated with the content of this track; all general purpose journals could be interested in publishing research on relationship marketing.

Chairs: Manfred Krafft (University of Munster) and Javier Sese (University of Zaragoza)

16. RETAILING

... invites papers studying all aspects of retailing, regardless of methodology, including the management of retailing, consumer response to retailing, the **supply** chains and **distribution** channels that serve retailers, the relationships between retailers and members of the supply channel, and all forms of direct **marketing** and emerging electric markets to households. If your research is about a topic that is usually considered for publication in the *Journal of Retailing* or the *Journal of Retailing and Consumer Services*, this is the right track for your work even if you do not consider submitting your work to those journals.

Chairs: Els Breugelmans (KU Leuven) and Marnik Dekimpe (Tilburg University & KU Leuven)

17. SALES MANAGEMENT AND PERSONAL SELLING

... invites papers that deal with new issues, topics, methodologies, theories, concepts, tools, models or applications in sales and selling. If your research is about a topic that is usually considered for publication in the *Journal of Personal Selling and Sales Management*, this is the right track for your work even if you do not consider submitting your work to that journal. Track

Chairs: Nick Lee (Loughborough University) and Deva Rangarajan (Vlerick Business School)

18. SERVICES MARKETING

... invites papers which focus, regardless of methodology, on the distinctive characteristics of services and how they affect both consumer behavior and marketing strategy. If your research is about a topic that is usually considered for publication in the journals like the *Journal of Service Research* or the *Journal of Services Marketing*, this is the right track for your work even if you do not consider submitting your work to those journals.

Chairs: Tor Andreassen (NHH Bergen) and Anders Gustafsson (Karlstad University)

19. SOCIAL RESPONSIBILITY & ETHICS

... invites papers which aim to contribute to the general understanding of ethical and moral aspects of consumption and marketing, regardless of methodology. If your research is about a

topic that is usually considered for publication in the journals like the *Journal of Business Ethics* or the *Journal of Public Policy and Marketing*, this is the right track for your work even if you do not consider submitting your work to those journals.”

Chairs: Mino Farhangmehr (University of Minho) and Joëlle Vanhamme (EDHEC Business School)

20. TOURISM MARKETING

... invites papers studying the efforts of the national or local tourist bodies and/or the businesses http://www.ehow.com/about_6683884_definition-tourism-marketing.html in the tourism sector to achieve growth in tourism by maximizing the satisfaction of tourists. The tourism product includes all the experiences of a tourist from when he leaves his home to when he returns, and the research can look at these experiences from the managerial side or the consumer point of view. If your research is about a topic that is usually considered for publication in journals like *Annals of Tourism Research*, *Cornell Hospitality Quarterly*, or *Applied Geography* this is the right track for your work even if you do not consider submitting your work to those journals.

Chairs: Enrique Bigné (University of Valencia) and Alain Decrop (University of Namur)