

ANZMAC 2017

Marketing for Impact

Call for Papers

Research with impact – reality or rhetoric? More than ever marketing academics are challenged to demonstrate the impact of their research. Research impact is central to funding models, ranking systems and governments seeking to demonstrate international standing or lower their risk profiles. The impact of our research can be felt directly through the decisions and actions taken by businesses and consumers or through wider social, cultural, economic and environmental benefits. The challenge for the academy is to define and measure the impact of our research; a big challenge if only due to lag effects. In markets and marketing the consequences can take a very long time between theory antecedents and outcomes. However, despite the lag, on a daily basis we are asked to explain 'so what'? So... what value does our work contribute to society and the people we serve from consumers through to corporations and governments?

ANZMAC 2017 encourages scholars to submit research that emphasises the 'so what' in their research and demonstrates a clear understanding of the influence that their research has on business and society. ANZMAC 2017 will provide a forum where scholars engage in a robust conversation on the impact of their research and of marketing in general.

KEY DATES FOR COMPETITIVE PAPERS:

Paper submissions open: 29 May 2017

Paper submissions close: 30 June 2017

Authors notified of paper outcome: 29 August 2017

Conference: 4-6 December 2017

It is a condition of acceptance of the paper that at least one of the authors must attend the conference and present the paper. However, to provide maximum numbers of marketing educators the opportunity to participate, no author may present more than two papers at the conference. Competitive papers must be submitted for review in only one (1) track. Authors should identify the most suitable track. If multiple entries of the same paper are sent to more than one track the Programme Chair will nominate the track in which the paper will be reviewed. We reserve the right to shift your paper to a different track if we deem it more appropriate.

CONFERENCE TRACKS:

1. Consumer Behaviour
2. Consumer Culture Theory
3. Digital Marketing and Social Media
4. Industrial Marketing
5. Innovation and Design
6. International Marketing
7. Macromarketing and Marketing and Public Policy
8. Marketing Communications
9. Marketing Education
10. Marketing Theory and Research
11. Retailing and Distribution
12. Services Marketing
13. Social Marketing
14. Sports and Leisure Marketing
15. Strategic Marketing and Branding

For further information about the tracks and track chairs and track philosophies please see: www.rmit.edu.au/anzmac2017

SUBMISSION GUIDELINES:

Papers MUST conform to the Guidelines for Competitive Papers provided. Please keep an exact copy of your submission including your manuscript ID for future reference as well as for registration. To submit a paper the online submission system has to be used. Papers will be subjected to a doubleblind peer review process. Reviewers for ANZMAC 2017 will judge all manuscripts on the basis of the general quality of the paper, the clarity of presentation within the paper, and the contribution of the paper to the understanding of marketing phenomena. Decisions of acceptance, rejection and/or suggested modifications (made by Track Chairs and moderated by the Conference Chairs) are final.

Please note that there will be no extension of the submission deadline. 30 June will be the firm deadline.

Competitive Paper Formatting Guidelines

All competitive papers must be submitted following the guidelines. ANZMAC 2017 will follow a new two-page structured format. Please use the template provided on the conference website for your submission.

Authors of papers that are accepted can then select the option to be published as a short abstract, the two-page paper, or a longer five-page paper.

Font: Times New Roman 12pt, justified

Margins: 2.5cm all sides

Spacing: Single spaced, with one blank line between paragraphs

Title: No more than seven words

Short Abstract: Maximum of 150 words

Keywords: No more than three

Paper: Two pages (not including short abstract and references)

Referencing style: Australasian Marketing Journal format (see [here](#))

Suggested Paper Structure (Also refer to the Submission example provided on the conference website)

Page 1: Title, Short Abstract, Keywords

Pages 2-3: *Title*

Introduction

- Identify the context for the research; main research question(s).
- Address the ‘so what’ question or importance of the research as per the theme of the conference.

Background and/or Conceptual Model

- Address the conceptual and/or theoretical foundations for the research.

Methodology

- Succinctly address the research design, the rigour of the data collection process and the quality of the data.

Results and/or Discussion

- Succinctly address the key findings so that the ‘so what’ question can be answered and easily determined by reviewers.

Implications for Theory and Practice

- Succinctly state how your research influences key stakeholders and adds value to society (the external ‘so what’).
- Succinctly state what the implications are for members of the academy and other researchers (the internal ‘so what’).

Page 4: Reference list (maximum one page)

Please ensure that your paper as submitted for review does not include any information that identifies the authors. However, please do allow one line space for the author name(s) and affiliation to be added for the final submission.

Note: Should the research on which the paper is based involve any form of sponsorship, the name of the sponsoring organisation should be declared on the front page of the final version of the paper or abstract submitted and on the first page of the power point presentation delivered.

Please direct all enquiries to: anzmac@rmit.edu.au

For further information about the conference please see: www.rmit.edu.au/anzmac2017

Conference Co-chairs

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