ANZMAC 2017
Marketing for Impact

Call for Poster Session

The theme for ANZMAC 2017, 'Marketing for Impact', encourages scholars to emphasise the 'so what' in their research and demonstrate 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.

The Poster Session supplements the regular program of ANZMAC 2017 and is intended to provide delegates with the opportunity to present work-in-progress or new research ideas.

Abstracts of accepted posters will be published in the conference proceedings. Authors of accepted posters will be asked to prepare a poster to be displayed during the conference in a designated area. At least one author must be a registered participant at the conference and must attend the Poster Session to present and discuss their work.

KEY DATES FOR POSTER SUBMISSIONS:
Submissions open: 29 May 2017
Submissions close: 31 August 2017
Authors notified of outcome: 11 September 2017
Conference: 4-6 December 2017

SUBMISSION GUIDELINES:
Poster submissions should follow the same guidelines as Competitive Papers (see Call for Papers and template for formatting guidelines). Please keep an exact copy of your submission including your manuscript ID for future reference as well as for registration.

All Poster Session submissions should be emailed to anzmac.posters@rmit.edu.au

EVALUATION:
Submissions will be judged on the basis of the general quality of the submission, the clarity of presentation within the submission, and the contribution of the submission. Decisions of acceptance, rejection and/or suggested modifications are made by the Organising Committee and are final.

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Please ensure that your submission for review does not include any information that identifies the authors.

Note: Should the research on which the poster is based involve any form of sponsorship, the name of the sponsoring organisation should be declared on the front page of the submission and on the poster presented at the conference.

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
Professor Linda Brennan   Professor Mike Reid   Dr Linda Robinson
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