

Marketing EDGE Summit

OCTOBER 7-8, 2017 | NEW ORLEANS, LA

www.marketingEDGEsummit.org

Marketing in a Data-Driven Digital World

sponsored by Marketing EDGE

CALL FOR PAPERS

Summit Co-Chairs

Matt Hettche, Christopher Newport University

B.P.S. Murthi, University of Texas at Dallas

Denish Shah, Georgia State University

The 2017 Marketing EDGE Summit will be held **October 7-8 2017** in New Orleans.

This 1-1/2-day conference provides marketing academics a forum for marketing topics, including **digital, social media, database and direct/interactive marketing**. It focuses on both marketing education and research. **Full papers, abstracts, and panel session proposals** will be accepted.

This Marketing EDGE Summit encompasses innovative research and application. Academics and Ph.D. students interested in pursuing research and teaching in this dynamic sector are encouraged to attend and benefit from the myriad of opportunities to exchange ideas and learn from their colleagues and participating industry executives.

JOURNAL PUBLICATION OPPORTUNITIES: 1) All papers that are accepted and presented at the Summit are eligible for being considered for a publication in a special issue of *Journal of Business Research* (subject to successful completion of the journal's review process). The special issue of *JBR* will have the same theme as the conference and will accept papers (for the special issue) exclusively from this conference. 2) The top research papers on analytics topics that are accepted and presented at the Summit are eligible to be considered for a publication in the *Journal of Marketing Analytics (JMA)*: (subject to successful completion of the journal's review process, and falling under the topic parameters of the journal). 3) Pedagogical papers that are deemed 'outstanding' by conference reviewers and which align with the aims/scope of the *Journal of Marketing Education*, are eligible to receive a fast-track editorial review with the journal.

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COMPLIMENTARY DMA & THEN ADMISSION: Full-time academics and Ph.D. students are provided with complimentary registration to the **& THEN** event (10/8-10/10), which features keynotes from business leaders and hundreds of educational sessions, roundtables, forums and case studies on how to better engage customers across all channels, including social, mobile, and more. **You will have the opportunity to connect and share with practitioners from around the globe.**

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SUMMIT AWARDS: Competitive Papers will be double-blind peer reviewed, and the **Best Pedagogical Paper** will receive a \$1,000 award.

Don't miss this great opportunity to **further your research** and **find new teaching resources** as you interact with, and gain support from **peers and marketing practitioners from around the world**.

NEW ORLEANS

New Orleans is a destination with a unique culture and way of life that started nearly 300 years ago, and continues to flourish today. A city unlike any other – **the Big Easy** boasts world-renowned culinary experiences, a rich history, recent innovation and a rich entrepreneurial ecosystem, which have earned New Orleans the nickname, the **Silicon Bayou**. It has been named the "Coolest Start-up City in America" by **Inc.com** and the number one "biggest brain magnet" according to **Forbes.com**, while still maintaining its southern charm and hospitality.

SUMMIT TOPIC AREAS

The conference co-chairs invite faculty and Ph.D. students to submit conceptual and empirical papers, abstracts, special topic panel session proposals (for panels that feature scholar-practitioner dialogue). Ph.D. students are invited to submit abstracts of work in progress or full papers. Submissions should focus on business concerns or current marketing education issues. **The following list is not meant to be exhaustive; topics could include:**

- Behavioral Advertising
- Consumer Behavior (online, offline, or both)
- Cross-channel/Multi-channel Marketing
- Cross-selling and Recommendation Engines
- Customer Acquisition and Retention
- Customer Relationship Management (CRM)
- Database Marketing
- Data Mining
- Developing Digital / Interactive Institutes and Centers
- Digital Marketing / Advertising
- Direct/Interactive Marketing
- Electronic Word-of-Mouth (eWOM)
- Integrated Marketing Communications (IMC)
- Integrating Digital Media Marketing Topics into Existing Marketing Curricula
- Impact of New Media on B2C and B2B Marketing
- Lifetime Value and Customer Equity
- Marketing Analytics
- Marketing Pedagogy
- Mobile Marketing
- Online Pricing and Auctions
- Pedagogical Issues in Social and Digital Marketing
- Predictive Modeling
- Privacy, Public Policy and Legal Issues
- Search Engine Marketing
- Social Media Listening and Intelligence
- Social Media Marketing Strategy and Analytics
- Social Media Engagement
- Social Media Channels (e.g. networking, blogging, micro-blogging, video)
- Social Media Marketing Metrics
- Use of Current/Emerging Technology in the Classroom

IMPORTANT DATES AND DEADLINES

All submissions must be received by May 16th, 2017. Notification of acceptance will be made by **July 24, 2017**. A **Case Writers' Workshop** is also to be held at the Summit, with its submissions and deadlines policies to be administered separately from this CFP. Visit CaseWriters.marketingEDGEsummit.org for details.

SUBMISSION GUIDELINES FOR EACH CATEGORY

Criteria: Abstracts, papers and panel proposals are selected based on the quality of the research, their ability to extend knowledge in the field, whether they break new ground, and whether they will influence the practice or teaching of database, social media or direct/interactive marketing.

Please upload your submission as a pdf document (see below) at the 2017 Marketing EDGE Summit submissions link at www.marketingEDGEsummit.org. Upon log-in to the submissions site, a

questionnaire will appear, requesting contact information for the primary contact author and co-authors before upload instructions are provided.

PAPER GUIDELINES

To ensure a blind review, the title page should not include author information. This information will be included in your questionnaire on the submissions site. Manuscripts should be accompanied by an abstract (100 - 125 words) on a separate page and should include the title. Manuscripts (up to 25 pages, including charts, tables, exhibits, and references) should be typed double-spaced and numbered consecutively. Allow at least a 1-inch margin on all four sides. Shorter manuscripts are appreciated. Avoid using footnotes. Tables and references should be typed on separate pages and their placement indicated in the text. Arrange references in alphabetical order at the end of the body of the paper. Please provide the submission in pdf format.

Questions regarding Papers or Competitive Pedagogical Papers may be directed to **BP Murthi** at murthi@utdallas.edu

ABSTRACT GUIDELINES

The title page should not include author information. This information will be included in your questionnaire on the submissions site. Abstracts of works in process (600-word maximum) should clearly define the problem, discuss research methodology, and outline the proposed contributions to direct/interactive marketing or database marketing. Abstracts should be typed double-spaced and allow at least a 1-inch margin on all four sides. All abstracts accepted for presentation at the conference will be eligible for publication in the online Summit proceedings. At the conference, the findings must be presented by the author. Please provide the submission in pdf format; there may also be a copy/paste function.

Questions regarding Abstracts may be directed to **Matt Hettche** at hettche@cnu.edu. Please note, only full paper submissions will be considered for journal-sponsored awards or publication.

PANEL POSITION GUIDELINES

Panel position papers are for relatively informal and interactive panels and are intended to provide opportunities for collaborative work, exploring new topics, or encouraging scholar/practitioner dialogue. Panelists and panel organizers should be experts in the topic area. Excluding the moderator, the panelists should either all be practitioners (or balanced between the academic and practitioner worlds. You may be invited by a Summit co-chair to submit a proposal, or you might yourself propose a panel.

Proposals should describe the topic, highlight its importance, summarize content, and identify participants (must include both academics and practitioners) and their qualifications, with a minimum of three and no more than six panelists. The session organizer and participants must acknowledge that if the proposal is accepted, all will register for, and attend the Summit.

The proposal should contain a minimum of 2 and not more than 5 double-spaced pages in 12-point font. Allow at least a 1-inch margin on all four sides. Submissions should include a statement not to exceed 600 words, describing mechanisms for encouraging and managing the discussion. For each paper to be presented, include an abstract not to exceed 100 words. Please provide contact information for all presenters or panelists (name, title, affiliation, address, phone number and e-mail address). Please provide the submission in pdf format.

Questions regarding Panel Position Papers should be directed to Denish Shah at denish.shah@gsu.edu. If you wish assistance in securing practitioners for your session, contact Jeff Nesler at jnesler@marketingEDGE.org

PROCEEDINGS

Proceedings of work accepted and presented at the conference will be made available to all Summit attendees on a flash drive and online before, during and after the event in lieu of hard copy, paper handouts. Abstracts, papers and special topic panel materials will be included here. Paper authors have the option of publishing the full paper or an extended abstract; authors submitting abstracts may publish their abstract or an extended description of the abstract, but not the full paper; PowerPoints and handouts will be included upon request.

REGISTRATION AND OTHER INFORMATION

Fee for early registration (using 10% discount code EDGE2017) through March 31, 2017 is \$204, \$104. for PhD students. Those registering after this date pay the full conference fee of \$225., PhD students: \$115. For those whose work is accepted, the presenter registration deadline is August 11, 2017 to include the presentation in the conference agenda.

Summit registration includes all conference events such as the Jacobs & Clevenger Case Writers' Workshop, Networking Reception, Awards Luncheon, a one year membership to the Marketing EDGE Professors' Academy with free access to the Marketing EDGE Data Set Library (open to full-time faculty). And full-time academics and Ph.D. students will have the option of attending DMA's & THEN 2017 event. Please visit www.marketingEDGEsummit.org to register.

Other Participation: If you would like to participate in the conference as a reviewer, or session chair, please contact Jeff Nesler at JNesler@marketingEDGE.org.

FOR FURTHER INFORMATION CONTACT

Marketing EDGE Summit Co-Chairs

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We look forward to seeing you in New Orleans!