Call for Papers

2020 Global Marketing Conference at Seoul

9th – 12th July, 2020

Submission Deadline: 15th January, 2020

Venue: Seoul, Republic of Korea
Conference Homepage: https://2020gamma.weebly.com/

Hosts
American Marketing Association
European Marketing Academy
Australian & New Zealand Marketing Academy
Japan Society of Marketing and Distribution
Korean Scholars of Marketing Science
Sogang University

Organizer
Global Alliance of Marketing & Management Associations

Partners
Association for Consumer Research (USA)
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AEMARK (Spain)
Aalto University Executive Education (Finland)
Aalto University School of Business (Finland)
Harbin Institute of Technology (China)

Sponsors
Korea Tourism Organization
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Korea Economy & Management Development Institute

CONFERENCE CO-CHAIRS

Prof. Roland T. Rust, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146.

Prof. Udo Wagner, Chair of Marketing, University of Vienna, Oskar Morgenstern Platz 1, 1090 Vienna, Austria, udo.wagner@univie.ac.at, Tel: +43-1-4277-38012, Fax: +43-1-4277-838012.

Prof. Tania Bucic, School of Marketing, the University of South Wales, Sydney NSW 2052, Australia. t.bucic@unsw.edu.au, Tel. +61 2 9385 3315.

Prof. Jaihak Chung, Sogang Business School, Sogang University, Mapogoo Shinsoodong 1 Sogang University Sogang Business School PA hall, #708, Seoul, Republic of Korea, jaihak@sogang.ac.kr, Tel. +82-10-3361-6521.
CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year’s conference is, “Bridging Asia and the World: New Marketing and Management in Digitally Connected World.” This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2020 Global Marketing Conference at Seoul offers outstanding opportunities for business leaders and academics to share their insights and learn from the research findings and experiences of others. The program chairs welcome participants from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISSN number (1976-8699).

Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.

1. JOINT SYMPOSIA

2020 EMAC-GAMMA JOINT SYMPOSIUM
The European Marketing Academy (EMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2020 EMAC-GAMMA Joint Symposium on ‘Issues of Consumer Behavior from an Asian vs. European perspective’ in 2020 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs:
Prof. Paulo Rita, NOVA Information Management School (NOVA IMS), Universidade Nova de Lisboa, Portugal, prita@isegi.unl.pt, Prof. Yerim Chung, School of Business, Yonsei University, Seoul, Korea, yerinchung@yonsei.ac.kr, Tel: +82-2-2123-2504.

2020 ANZMAC-GAMMA JOINT SYMPOSIUM
The Australian & New Zealand Marketing Academy (ANZMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2020 ANZMAC-GAMMA Joint Symposium on ‘Emerging Issues in Marketing 2020’ in 2020 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs:
Prof. Ian Phau, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, ian.phau@cbs.curtin.edu.au, Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. Prof. Tony Garrett, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel: +82-2-3290-2833.

2020 AALTO UNIVERSITY-GAMMA JOINT SYMPOSIUM
Aalto University School of Business and Global Alliance of Marketing & Management Associations will jointly hold ‘the 2020 Aalto University-GAMMA Joint Symposium.

2020 GMA-GAMMA JOINT SYMPOSIUM
Greek Marketing Academy (GMA) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2020 GMA-GAMMA Joint Symposium on ‘Brands as guides to the phygital customer experience: Theoretical, practical, and moral challenges’in 2020 GMC at Seoul. Please submit your paper to the Symposium Chair: Prof. Anna K. Zarkada, Department of Business Administration, Athens University of Economics and Business, 76, Patission Str. / GR10434 Athens, Greece, Anna_Zarkada@hotmail.com, Tel: +302108203 981 & +306979978952.

2020 AEMARK-GAMMA JOINT SYMPOSIUM
AEMARK (Spain) and Global Alliance of Marketing & Management Associations will jointly hold ‘the 2020 AEMARK-GAMMA Joint Symposium’ on ‘How we are changing: New consumer responses to new technology applications’ in ‘the 2020 GMC at Seoul’. Please submit your paper to Symposium Chair: Prof. Carlos Flavian, University of Zaragoza, Spain. aemark.gmc@gmail.com, Tel: +34-976-762-719.

2020 HIT-GAMMA JOINT SYMPOSIUM
Harbin Institute of Technology and Global Alliance of Marketing & Management Associations will jointly hold ‘the 2020 HIT-GAMMA Joint Symposium’ on ‘Health and Marketing’ in ‘the 2020 GMC at Seoul’. Symposium Chair: Prof. Peng Zou, Marketing Department, School of Management, Harbin Institute of Technology, No 13 Fayuan St., Harbin, China 150001, zoupeng@hit.edu.cn.

2020 ESCP Europe-GAMMA JOINT SYMPOSIUM
ESCP Europe and Global Alliance of Marketing & Management Associations will jointly hold ‘the 2020 ESCP Europe-GAMMA Joint Symposium’ on ‘Human-robot Interactions, Artificial Intelligence and Consumption’.
Please submit your paper to Symposium Co-chairs: Dr. Hector Gonzalez-Jimenez, ESCP Europe Business School, Calle de Arroyoforesno 1, 28035 Madrid, Spain, heggonzalez@escpeurope.eu, Tel: +34 91 335 92 43. Prof. Benjamin G. Voyer, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, bvoyer@escpeurope.eu, Tel: +44 20 7443 8836.

2020 NZAI-GAMMA JOINT SYMPOSIUM
New Zealand Asia Institute of the University of Auckland and Global Alliance of Marketing & Management Associations jointly hold ‘the 2020 NZAI-GAMMA Joint Symposium’ on “Frontiers in Asian Consumer Research”. Please submit your paper to Symposium Co-chairs: Dr. Yuri Seo, The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, y.seo@auckland.ac.nz, Tel: +64-9-923-8277. Dr. Jungkeun Kim, Faculty of Business and Law, Auckland University of Technology, Private Bag 92006, Auckland 1142, New Zealand, jungkeun.kim@aut.ac.nz, Tel: +64 9 921 9999 ext 5091. Dr Jacob C. Lee, School of Business Administration, UNIST, 50 Unist-gil, Ulsan, Korea 33919, jacoblee@unist.ac.kr, Tel: +82522173168.

2. SPONSORING JOURNALS

JOURNAL OF BUSINESS RESEARCH
Journal of Business Research (SSCI) will publish special issues on following subjects with top papers presented in proper tracks of this conference.

1. GAMMA President’s Choice Awards: All of papers presented in the 2020 GMC at Seoul are eligible for review toward inclusion in the special issue of JBR. Best of the best papers presented in all of tracks in the 2020 GMC at Seoul will be qualified for this special issue. If you want your paper to be considered for possible publication in JBR, please inform your intention to the GAMMA President Office (ejko@yonsei.ac.kr). Guest Editor: Prof. Eunjoo Ko (GAMMA President), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

2. New Marketing & Management in Global Digital World: Selected papers from the submission to ‘New Marketing & Management in Global Digital World’ track of ‘2020 Global Marketing Conference at Seoul’ will be considered for possible publication in a special issue of Journal of Business Research on ‘New Marketing & Management in Global Digital World’. Guest Editor: Prof. Kyung Hoon Kim, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

INTERNATIONAL JOURNAL OF ADVERTISING
International Journal of Advertising (SSCI) will publish a special issue on ‘Future of Advertising’ with best papers presented at following tracks in 2020 GMC at Seoul called ‘Future of Advertising. Guest Editor: Prof. Sukki Yoon, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., syyoon@bryant.edu, Tel: +1-401-232-6997, Fax: +1-401-232-6319.

INDUSTRIAL MARKETING MANAGEMENT
Selected papers from the submissions to ‘Global Perspectives in Business-to-Business Marketing’ track of ‘2020 Global Marketing Conference at Seoul’ will be considered for possible publication in a regular issue of Industrial Marketing Management (SSCI). Track Chair: Prof. C. Anthony Di Benedetto, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

AUSTRALASIAN MARKETING JOURNAL
The Australasian Marketing Journal will publish a special issue on ‘Marketing and Sustainability in the Era of Disruption’, drawing on the best papers presented at the 2020 ANZMAC-GAMMA Joint Symposium and related tracks. Guest Editors: Dr. Denni Arli, Griffith Business School, Griffith University | Nathan | QLD 4111 darli@griffith.edu.au, Tel: +61 7 3735 7344. Dr. Sean Lee, School of Marketing, Curtin Business School, Curtin University GPO Box U1987, Perth WA, Australia 6845, sean.lee@curtin.edu.au, Tel: +61-8-9266-4014.

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS
Selected papers from the submissions to ‘Marketing to Aging Consumers’ track of ‘2020 Global Marketing Conference at Seoul’ will be considered for possible publication in a special issue of Asia Pacific Journal of Marketing and Logistics (SSCI) on
INTERNATIONAL MARKETING REVIEW

Selected papers from the submissions to ‘Decision-Making in International Marketing’ track of ‘2020 Global Marketing Conference at Seoul’ will be considered for possible publication in the Special Issue of International Marketing Review (SSCI) on the topic of ‘Decision-Making in International Marketing’. If you want your paper to be considered for possible publication in the special issue, please inform the Track Chairs, Dr. João S. Oliveira, School of Business and Economics, Loughborough University, Loughborough LE11 3TU, United Kingdom, J.Oliveira@lboro.ac.uk, Tel +44 (0)1509 228279. Prof. Paul Hughes, Leicester Castle Business School, De Montfort University, The Gateway, Leicester LE1 9BH, United Kingdom paul.hughes@dmu.ac.uk, Tel +44 (0) 116 2577031. Dr. Magnus Hultman, Leeds University Business School, University of Leeds, Maurice Keyworth Building, Leeds LS2 9JT, m_hultman@leeds.ac.uk, Tel +44 (0) 113 343 8655.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (SCOPUS) will publish a special issue on ‘Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow’ with best papers presented at following tracks in 2020 GMC at Seoul called ‘Fashion and Advertising. Guest Editor: Prof. Kacy Kim, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., kkim2@bryant.edu, Tel: +1-401-232-6147. Prof. Linda Golden, Department of Marketing, The University of Texas at Austin, 2110 Speedway, Austin, TX, U.S.A., utlindagolden@gmail.com, Tel: +1-512-663-8506.

JOURNAL OF SERVICE MANAGEMENT

Best papers from the submissions to ‘Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline’ track will be considered for publication in a dedicated section of the Journal of Service Management. Guest Editor: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709.

3. AWARDS

GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2020

Eminent marketing practitioner(s) will be recommended for ‘GAMMA Global Marketer of the Year Award 2020’ who made significant contribution to the advancement of marketing practice.

GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2020

Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for ‘GAMMA Global Scholar of the Year Award 2020’.

4. ACADEMIC EXCELLENCE COMMITTEE

Academic Excellence Committee Chair: Prof. Charles R. Taylor (Villanova University), John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, charles.r.taylor@villanova.edu, Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising. Academic Excellence Committee is in charge of the total quality control over the conference management process.

5. WORKSHOP

Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop: Instructor: Prof. Arch G. Woodside, (Editor of Journal of Global Scholars of Marketing Science) Professor of Marketing, Curtin University, Perth, Australia. arch.woodside@curtin.edu.au.

6. PROGRAM TRACKS & TRACK CHAIRS

Marketing and Entrepreneurship: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, morganre@cardi.ac.uk, Tel:+44-2920-870-001, Fax:+44-2920-874-419. Prof.
Yoannis Kouropalatis, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, kouropalatisy@cardiff.ac.uk, Tel: +44-29-20-876-845, Fax: +44-2920-874-4419.

Leveraging Big Data to Create Value for Consumers and Firms: Prof. Dr. Manfred Schwaiger, Ludwig-Maximilians-University Munich - Institute for Market-based Management (IMM), Kaubachstr. 45, D-80539 München, schwaiger@imlmu.de, Tel: +49-89-2180-5640, Fax: +49-89-2180-5651.

Marketing to Aging Consumers: Dr. Graham Ferguson, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, graham.ferguson@cbs.curtin.edu.au, Tel: +61-8-9266-3140.

Decision-Making in International Marketing: Dr. João S. Oliveira, School of Business and Economics, Loughborough University, Loughborough LE11 3TU, United Kingdom, J.Oliveira@lboro.ac.uk, Tel +44 (0)1509 228279. Prof. Paul Hughes, Leicester Castle Business School, De Montfort University, The Gateway, Leicester LE1 9BH, United Kingdom paul.hughes@dmu.ac.uk, Tel +44 (0) 116 2577031. Dr. Magnus Hultman, Leeds University Business School, School of Leeds, Maurice Keyworth Building, Leeds LS2 9JT, m.hultman@leeds.ac.uk, Tel +44 (0) 113 343 8655.

Global Perspectives in Business-to-Business Marketing: Prof. Anthony Di Benedetto, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA, USA, tonyd@temple.edu, +1-215-204-8147.

Technological Change as Challenge to Corporate and Brand Identity: Prof. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, KönigswortherPlatz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

Asian Specialties and Marketing: Prof. Akira Shimizu, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo, Japan, ashimizu@fbc.keio.ac.jp, Tel: +81-3-5427-1168.

Future of Advertising: Prof. Sukki Yoon, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., syoon@bryant.edu, Tel: +1-401-232-6997, Fax: +1-401-232-6319.

Theoretical and Practical Evolution of Retailing: Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahasi@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462-3652. Dr. Emi Moriuchi, Department of MIS, Marketing and Digital Business, Saunders College of Business, Rochester Institute of Technology (RIT), 107 Lomb Memorial Dr., Bldg. 12, Rochester, NY 14623, USA, emoriuchi@saunders.rit.edu, Tel: +1 585-475-6313.

Mobile Marketing: Prof. Wolfgang Fritz, Technische Universitaet Braunschweig, Institute of Marketing, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-braunschweig.de, Tel. +49-531-391-3203, Fax +49-531-391-8202. Dr. Stefanie Sohn, Institute of Marketing, Technische Universitaet Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, s.sohn@tu-braunschweig.de, Tel: +49-531-391-3202, Fax: +49-531-391-8202.

Advertising and Branding: Prof. Hyokjin Kwak, Dept. of Marketing, Le Bow College of Business, Drexel University, Matheson Hall 502B, 32nd and Market Street, Philadelphia, PA 19104, USA, hkwak@drexel.edu, Tel: +1-215-895-6006, Fax: +1-215-895-6975. Please submit your manuscript online at http://hkdx.i234.me/drexel/conference/gmc/.

Marketing Education: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, ralf.schellhase@h-da.de, Haardtring 100, 64295 Darmstadt, Germany, Tel: +49-174-1699491.

History and Marketing: Prof. Maria Kniazeva, Professor of Marketing, School of Business, University of San Diego, 5998 Alcala Park, San Diego, CA 92110-2492, USA, kniazeva@sandiego.edu, Tel: +1-619-260-7837, Fax: +1-619-260-4891.

Retail Merchandising and Innovation: Prof. Changju Kim, Faculty of Business Administration, Ritsumeikan University, 2-150, Iwakura, Ibaraki, Osaka, 560-8570, Japan, ckjim777@fc.ritsumei.ac.jp, Tel: +81-72-665-2382.

Strategic Market Management: Prof. Jong-Ho Lee, Korea University Business School, 145 Anam-Ro, Seongbuk-Gu, Seoul, 02841, Republic of Korea, jongholee@korea.ac.kr, Tel: 82.2.3290.2821: Fax. 82.2.922.7220. Prof.
Wooung Chang. School of Business Administration, University of Seoul, 163 Seoulsiripdaero, Dongdaemun-gu, Seoul, 02504, Republic of Korea, wchang3@uos.ac.kr, Tel: 82.2.6490.2260.

Transformative Service Research: Prof. Mark S. Rosenbaum, Department of Retailing, University of South Carolina, Carolina Coliseum, Columbia, SC 29208, MAROSEN@mailbox.sc.edu, Tel: 803 777 6171.

Marketing Manager's Decision Making: Prof. Eric Shih, Graduate School of Business, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Jongro-gu, Seoul, Republic of Korea, eshih@skku.edu, Tel: +82-2-740-1502, Fax: +82-2-740-1539.

New Marketing & Management in Global Digital World: Prof. Kyung Hoon Kim, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

Wine Marketing and Management: Prof. Benoît LECAT, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University, 1 Grand Ave, Building 11, San Luis Obispo, CA 93407-0861, USA, blecat@calpoly.edu, Tel: +1 (805) 756-2415.

Consumer Decision Making and Consumer Signaling: Asst. Prof. Dr. Alisara Rungrontarat CHARINSARN, Thammasat Business School, Thammasat University, 2 Prachan Rd., Pranakorn, Bangkok 10200, Thailand, alisara@tbs.tu.ac.th, Tel: +668-1836-1154.

Cross Cultural Consumers and Globalization: Dr. Hector Gonzalez-Jimenez, ESCP Europe Business School, Calle de Arroyofresco 1, 28035 Madrid, Spain, hegonzalez@escpeurope.eu, Tel: +34 91 335 92 43. Dr. Fernando Fastoso, The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United Kingdom, fernando.fastoso@york.ac.uk, Tel:+44 (0) 1904 325056.

Stakeholders-brand Relationships - Offline, Online and Virtual (VR, AR, AI) Interactions: Prof. Sandra Loureiro, Marketing, Operations and General Management Department, Lisbon University Institute (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forcas Armadas1649-026 Lisbon, Portugal, sandramloureiro@netcabo.pt, Tel. +351 217 903 004/5; +351 217 903 000 - ext: 291400 Fax: +351 21 796 47 10.

Omni Channel in the Emerging Countries: Dr. Mustika Sufiati Purwanegara, School of Business and Management, Bandung Institute of Technology (ITB), Ganesha 10, Bandung 40312, Indonesia, mustika@sbm-itb.ac.id, Tel:+62-22-2531923, Fax.+62-22-2504249.

Interactive Marketing Communications: Prof. Morikazu Hirose, Faculty of Business Administration, Tokyo Fuji University, 3-8-1, Takadanobaba, Shinjuku-ku, Tokyo, Japan, morikazu_187@fuji.ac.jp, Tel: +81-3-3368-2154, Fax: +81-3-5386-3456.

Evolutions in Fashion Marketing: Adapting, Innovating and Influencing Tomorrow: Prof. Kacy Kim, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., kkim2@bryant.edu, Tel: +1-401-232-6147. Prof. Linda Golden, Department of Marketing, The University of Texas at Austin, 2110 Speedway, Austin, TX, U.S.A., utlindagolden@gmail.com, Tel: +1-512-663-8506.

New Technologies, Market Understanding and Fashion Marketers’ Decision Making: Prof. Simone Guercini, Universita degli Studi di Firenze. Via delle Pandette, 9 - 50127 Firenze, Italy, simone.guercini@unifi.it, Tel: +39 055 27591.

International Marketing at the Crossroads of Globalization 4.0: Prof. Fabian Bartsch, IÉSEG School of Management (LEM-CNRS 9221) 92044 Paris La Défense Cedex, France, fab.bartsch@ieseg.fr. Prof. Timo Mandler, Toulouse Business School, Department of Marketing & International Business, Sebastopol Building, Room 610, 1 Place Alfonse Jourdain, CS 66810, 31068 Toulouse Cedex 7, France, t.mandler@tbs-education.fr.

Integrated marketing communication: Prof. Prof. George Panigyrakis, Dean of Faculty of Communication and Media Studies Coordinator of the Department of Public Communication of Cyprus University of Technology, Tel: +357 25 002074, Cyprus University of Technology, 30 Arch. Kyprianos Str., 3063 Limassol, administration@cut.ac.cy, Tel: 2500 2500 2500 2750.
Trend Forecasting and Sustainable Design-Business Practice: Prof. Tracy Cassidy, School of Art, Design and Architecture, The University of Huddersfield, Huddersfield, HD1 3DH, UK, t.d.cassidy@hud.ac.uk, Tel: +44(0)1484 472653.

Humanship Marketing and Social Innovation: Prof. Philip Hong, School of Social Work, Loyola University Chicago, 1 E. Pearson St. Maguire Hall 528, Chicago, IL 60611 USA, phong@luc.edu, Tel: +1-312-915-7447. Prof. Marat Bakpayev, Labovitz School of Business and Economics, University of Minnesota Duluth, 385E LSBE,Duluth, MN 55812 USA, mbakpayev@d.umn.edu, Tel: +1-218-726-8483. Prof. Wansoo Park, School of Social Work, University of Windsor, 201-D, 167 Ferry Street, Windsor, ON N9A 0C5, Canada, wansoo@uwindsor.ca, Tel: +1-519-253-3000 ext. 2069.

Business Model Innovation for Customer Value and Sustainable Business: Prof. Jaesu Kim, College of Business,Changwon National University, 9 Sarimdong Changwon, Gyeongnam, 641-773, Republic of Korea, kjsint@nate.com, Tel:+82 -55-213-3346, Fax: +82-55-263-9096.

Strategy & Innovation in Fashion, Beauty and Luxury: Prof. Jonas Hoffmann, Jonas.HOFFMANN@skema.edu; Prof. Ivan Coste-Manière, ivan.costemaniere@skema.edu; SKEMA Business School, 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, Tel: +33 (0)4 93 44 15, Fax: +33 (0)4 93 65 45 24.

Fans and Sport Consumers in the Digital Era: Prof. Kihan Kim, Professor of Sport Management, Seoul National University, Korea, kihan@snu.ac.kr, Tel:+82-2-880-7792.

Neuromarketing and Psychophysiology: Dr. Billy Sung, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, billy.sung@curtin.edu.au, Tel: +61-8-9266-9585. Prof. Eun-Ju Lee, Business School, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Myeongnyun 3(sam)ga, Jongno-gu, Seoul, Republic of Korea, elee9@skku.edu.

Living and Working with Robots – The Impact of (Ro-)Bots on the Service Frontline: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. Best papers will be considered for publication in a dedicated section of the Journal of Service Management.

Marketing in General: Prof. Jong-Kuk Shin, Division of Business Administration, Pusan National University, 30 Jangjeon-Dong, Geumjeong-Gu, Busan 609-735, Republic of Korea, shinjk@pusan.ac.kr, Tel: +82 51 510 2576, Fax: +82 51 581 3144.

8. 2020 GAMMA DOCTORAL COLLOQUIUM

Co-Chairs: Prof. John W. Cadogan, the Editor-in-Chief of International Marketing Review, School of Business and Economics, Loughborough University, Ashby Road, Loughborough, Leciestershire LE11 3TU, United Kingdom, j.w.cadogan@lboro.ac.uk, Tel: +44 (0) 1509 228846. Prof. C. Anthony Di Benedetto, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

9. FOR MORE INFORMATION

GENERAL SECRETARY
Prof. Kyung Hoon Kim, Executive Secretary, Global Alliance of Marketing & Management Associations, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

EDITOR OF PROCEEDINGS
Prof. Jeonghye Choi, Marketing Area, School of Business, Yonsei University, Seoul, Korea, jeonghye@yonsei.ac.kr, Tel: +82-2-2123-6575, Fax: +82-2-2123-8639.

CONFERENCE WEBSITE
http://gammaconference.org/2018/
10. SUBMISSION GUIDELINES

The 2020 Global Marketing Conference at Seoul is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow Manuscript Submission Guidelines: 2020 Global Marketing Conference at Seoul and Reference Style of GAMMA Journals and Proceedings (www.tandfonline.com/rgam). Manuscripts should not exceed 5 pages (single spaced) for abstracts or 20 pages for full papers in double space. One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of Global Alliance of Marketing & Management Associations or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

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