

Call for Posters

Relationship Marketing SIG

Poster Session: August 6, 2016, 5:15 – 6:15pm

AMA 2016 Summer Marketing Educator's Conference, Atlanta

The Relationship Marketing (RM) SIG invites doctoral students, faculty and others to submit ideas and working research projects that pertain to any of the stakeholders that impact or are impacted by businesses, to our poster competition at the 2016 Summer AMA Conference.

Until recently, the marketing discipline focused largely on customer or investor relationships. But the world, its people, and its challenges have changed. Our discipline must now consider the interplay of multiple stakeholders, such as employees, supply chain members, communities, and even the environment. We invite you to submit your thought-provoking research ideas about how companies can/should leverage relationship marketing for building relationships with multiple stakeholders. The shortlisted posters will be displayed at our SIG reception, and our distinguished panel from our special session (immediately preceding the reception) will have judged the posters and decided on the top three, winning posters. The winners will be awarded a certificate and a cash award. All shortlisted posters will receive a certificate of participation.

Posters submitted should meet the following criteria:

1. Define a problem or scope of inquiry pertaining to areas such as stakeholder theory, stakeholder orientation, stakeholder marketing, sustainability, etc.
2. Describe what marketers should do to better manage relationships with one or more stakeholder(s) and why this is important,
3. Pose specific research question(s),
4. Propose a research method for addressing your research question(s); and
5. Be relevant to the marketing discipline.

Poster Submission Guidelines

Poster proposals should be submitted electronically in PDF format as an extended abstract of no more than 2 single-spaced pages. Shortlisted submissions must prepare a poster for display at the event. At least one of the authors of the research must register for the conference and be present during the poster session.

Poster Submission Review

The Relationship Marketing SIG leadership will review all poster submissions for acceptance to the shortlist. To submit a poster proposal as an attachment or for further inquiries about the poster session, please e-mail Dr. Jennifer Hutchins at <mailto:stakeholder.engagement.sig@gmail.com>. All shortlisted submissions will be displayed on August 6, 2016 at the SIG reception (5.15-6.15 pm.)

Important Dates

July 15, 2016	Poster Paper Submission
July 22, 2016	Decision Notification
August 6, 2016	Relationship Marketing Special Poster Session