



# HigherEd SIG Call for Submissions for a Special Research Session at 2023 Winter AMA Conference Focusing on Marketing to Evolving Consumers: The Good, The Bad, and The Ugly

The Marketing for Higher Education SIG would like to call for submissions for a special research session focusing on “Marketing to Evolving Consumers: The Good, The Bad, and The Ugly” at the 2023 Winter AMA conference (February 10-12 in Nashville, TN, in-person and virtual). The deadline for submission to the HigherEd SIG special research session is **October 07, 2022**. Submissions will be reviewed anonymously and the authors will be notified whether their paper will be included in the special session by mid-November. The best paper will receive an award from the HigherEd SIG at the 2023 Winter AMA conference.

The overall theme and specific topics of this special session are in line with a forthcoming CFP for a special issue by *Journal of Consumer Behaviour*, an A-level journal according to ABDC journal rankings. Papers accepted for the special research session must be presented during the 2023 Winter AMA conference and will be published as extended abstracts in the conference proceedings.

Dr. Jacqueline Eastman, *Journal of Consumer Behaviour* co-editor, Dr. Rajesh Iyer, *Journal of Consumer Behaviour* associate editor, and special issue co-editors (Dr. Aqilah Jahari and Dr. Ashley Hass) will attend the HigherEd SIG special research session and provide feedback to presenting authors at the 2023 Winter AMA. Moreover, the top papers will be invited for consideration in the special issue of *Journal of Consumer Behaviour*.

Your research can use any methodology and be on any topic related to Marketing to Evolving Consumers: The Good, The Bad, and The Ugly, including but not limited to the following:

- Consumer well-being
- Social causes and consumers boycotting brands
- Deployment of augmented reality, virtual reality, mixed reality, and voice assistants in enhancing consumer quality of life
- How artificial intelligence shapes consumer journeys
- Web 3.0 and metaverse points of caution, considerations, and opportunities
- Consumer privacy concerns and ethics
- Overconsumption and consumer wastage
- Sustainable Consumption

- Consumer addictions
- Misinformation & fake news
- Cancel culture
- Consumer activism
- Consumer resilience in the face of adversity

Submissions focusing on scale development of consumer behavior constructs, systematic reviews of consumer behavior theories, proposing new theories, or extending previous theories from other fields into the consumer behavior realm are highly encouraged.

Eligible submissions must meet the following criteria:

- First author should be a current doctoral student or a PhD graduate during/after Spring 2022.
- The submissions need to clearly specify how their research contributes to consumer behavior theory and practice.
- If accepted for presentation, one of the coauthors must attend and present the paper at the 2023 Winter AMA Conference.

**Guideline for submissions:**

The format for submissions is identical to the 2023 Winter conference for competitive papers.

Specifically:

- Prepare and submit electronic documents in PDF format, double-spaced, 12-point Times New Roman font. Please include 1) Title, 2) Extended Abstract (175 word limit), 3) Key Contributions to academe and practitioners (300 words) 4) Manuscript (up to 3,600 words), 5) Table or Figure (optional) and 6) Selected references. Authors have the option of including one table summarizing results and/or one figure (these do not count against the word limit). References also do not count against the word limit.  
[Please note that submissions with text longer than 4,100 words will not be reviewed].
- Submissions must have a title page listing the names/affiliations/complete contact information (such as an address, e-mail address, and phone) of each author, as well as a statement of eligibility (i.e., indicating that the submission meets the requirements listed in this call for submissions).

Please submit your proposal to [sig.highered@gmail.com](mailto:sig.highered@gmail.com) and any questions to the special session co-chairs, Dr. Aqilah Jahari ([aqilah.jahari@monash.edu](mailto:aqilah.jahari@monash.edu)) or Dr. Ashley Hass ([hassa@up.edu](mailto:hassa@up.edu)).