



Estimados compañeros/socios de AEMARK,

Con este boletín de febrero de 2023 os hacemos llegar información sobre:

- Call for papers: CERR 2023. Colloquium on European Research in Retailing (June 2023).
- Call for papers: 9th SIM Doctoral Colloquium. University of Bologna-Rimini Campus (June 2023).
- Call for papers: III Congreso Internacional Virtual AIM 2023 (Mayo 2023).

Un cordial saludo,

Natalia Rubio Benito

BREAKING NEWS



CALL FOR PAPERS

CERR 2023. Colloquium on European Research in Retailing (June 2023)



The 8th edition of the **Colloquium on European Research in Retailing** will be hosted by the Strategy, Marketing, and Innovation (SMI) School at the University of Portsmouth (UK).

The Colloquium's main event will be held on **Thursday and Friday, 22 and 23 June 2023**.

Aiming to bring together scientific researchers in the UK, Europe, and beyond to share managerial and scientific retail insights.

It will also support a **DOCTORAL PAPER SESSION** taking place on **June 21, 2023**, and accepting around 12 papers. A panel of expert academics will review the accepted papers and provide written and verbal discussions. The session aims to help doctoral students improve their skills in writing high-value papers. The paper that demonstrates the most significant potential for originality and theoretical and practical implications will be awarded the Best Doctoral Paper.

The organizing committee consists of the following:

Dr. Jason Sit - jason.sit@port.ac.uk

Dr. Diletta Acuti - diletta.acuti@port.ac.uk

Dr. Marta Nieto-Garcia - marta.garcia@port.ac.uk

Please get in touch with one of them if you have questions about the Colloquium or the Doctoral session.

More information about the Colloquium can be found at <https://cerr.sciencesconf.org/>

9th SIM Doctoral Colloquium. University of Bologna-Rimini Campus (June 2023)



The SIM Doctoral Colloquium offers doctoral students in marketing an opportunity to meet and discuss their research project and results with leading academics in the field.

The colloquium welcomes a wide range of topics, applications, and methods in marketing. It aims to support young scholars in the development of their dissertations by strengthening the theoretical, methodological, and practical relevance of their research. This will be done by stimulating the debate with the faculty members as well as with the fellow doctoral students.

The faculty of the SIM Doctoral Colloquium strongly encourages the participation of PhD students both at early and more advanced stages. Students in the 1st or 2nd year of their PhD program could benefit from discussions and insights on the relevance of their ideas and suggestions on their methodological approach, as well as explore possible research opportunities at international institutions. Students in the final year of their PhD program could receive feedback on their dissertations, advice on how to target their projects for submission to leading marketing journals, and on potential future research and professional directions.

Each participant admitted to the colloquium will be assigned both a peer discussant and a faculty discussant based on their substantive or methodological background in order to favor the exchange of ideas, comments and insights. The ultimate goal of the colloquium is to create a collaborative and stimulating exchange among all participants,

offering a friendly atmosphere that could favor networking and the creation of personal relationships, encouraging interactions among PhD students and faculty members.

Under the partnership with the Academy of Marketing Science, the faculty will assign two scholarships of \$2000 to the best projects presented within the SIM-AMS research agreement, which aims at facilitating connections and access to the international marketing community for young scholars.

SIM Colloquium Faculty:

- Marco Visentin, Department of Management, Università di Bologna, Italy.
- Irene Scopelliti, Bayes Business School, City University of London, London, United Kingdom.
- Charles Hofacker, College of Business, Florida State University, Tallahassee, United States.

International Faculty:

- Kristin Diehl, Marshall School of Business, University of Southern California, Los Angeles, United States.
- Gabriele Paolacci, Rotterdam School of Management, Erasmus University, The Netherlands.
- Ana Valenzuela, Baruch College, City University of New York, United States.

KEY INFORMATION:

Admission will be based on a competitive process that will take into account the relevance of the contribution of the research proposal, the quality and comprehensiveness of the theoretical framework, and the overall clarity of the presentation of the research proposal.

Presentations and discussions will be exclusively in English.

KEY DATES:

- Papers submission deadline: **March 31, 2023**
- Authors notified of submission outcome: **April 14, 2023.**
- Registration deadline: **May 7, 2023.**
- Doctoral Colloquium: **13 and 14, June 2023.**

SUBMISSION GUIDELINES:

Students wishing to attend the SIM Colloquium are required to send a word document to the email address info@simktg.it before **March 31, 2023**. The document must include:

- Title page, including full contact details, a concise title of the proposal and abstract (no more than 120 words).
- Introduction, including the positioning, the contribution (theoretical/methodological/practical) of the study and the overall research question.
- Theoretical background, including a literature review, the theoretical framework and research questions and/or hypotheses.
- Research design and Methodology, including preliminary analyses if data are available. Outline of the data collection and modeling if the project includes

quantitative methods. Outline of the qualitative methodology otherwise.

- Brief discussion and conclusions, including possible limitations of the study and future research avenues.
- Full list of references (APA style).

The word document should not exceed **7 pages** including title page, text, references, tables and figures. The document should have 2.5cm margins all around, font Times New Roman 11pt, and space 1.5 lines. Language of the document: English.

Submissions that do not follow the guidelines may be rejected.

REGISTRATION FEE: 200 Euros (<https://www.simktg.it/event/doctoral-colloquium-and-research/>)

The registration fee includes participation to the Colloquium, two lunches, and one dinner.

For any questions contact marco.visentin@unibo.it

III Congreso Internacional Virtual AIM 2023 (Mayo 2023)



La Asociación Iberoamericana de Marketing les da la cordial bienvenida a su **III Congreso Internacional Virtual AIM 2023**, los días **29 y 30 de Mayo del 2023**, en modalidad virtual desde la Universidad Iberoamericana de la Ciudad de México.

ÁREAS TEMÁTICAS / TRACKS:

1. COMPORTAMIENTO DEL CONSUMIDOR Y CONSUMO
2. MARKETING ESTRATÉGICO Y RSC
3. INNOVACIÓN Y DECISIONES DE PRODUCTO Y MARCA
4. COMUNICACIÓN Y VENTAS.
5. TIC, e-MARKETING Y MOBILE MARKETING
6. DISTRIBUCIÓN COMERCIAL, GESTIÓN MINORISTA.
7. MARKETING DE SERVICIOS
8. CASOS DE ENSEÑANZA DE MARKETING
9. TENDENCIAS DE MARKETING

NORMAS DE ENVÍO

Los trabajos deben enviarse a través de la plataforma EASYCHAIR. Todos los firmantes de un trabajo deberán estar inscritos en la Asociación Iberoamericana de Marketing.

Debe indicarse el área temática a fin y ningún trabajo podrá ser sometido a evaluación a más de un track simultáneamente. En caso de incurrir en esta situación, el trabajo será eliminado automáticamente del congreso.

Todos los trabajos presentados serán sometidos a un proceso doble-ciego, con el fin de garantizar la calidad de las evaluaciones. Y el fallo emitido por los miembros del comité científico, basado en las recomendaciones de los revisores, será inapelable.

FECHAS IMPORTANTES

- Envío de structured abstracts: **hasta el 6 de marzo.**
- Notificación de aceptación/rechazo: **30 de marzo**
- Periodo de inscripción ponentes: **del 30 de marzo al 15 de mayo**
- Inscripciones sin ponencias: **del 30 de marzo al 15 de mayo**
- Celebración Congreso: **29 y 30 de mayo**

MÁS INFORMACIÓN en <https://www.aibmarketing.org/congreso>

OFERTAS DE EMPLEO



El área de Comercialización e Investigación de Mercados de la Universidad de Burgos selecciona candidatos para una plaza de Profesor Ayudante Doctor.

Más información: <https://www.ubu.es/te-interesa/concurso-publico-no66-para-la-provision-de-plazas-de-pdi-contratado-temporal-profesor-ayudante-doctor-no-de-plazas-ofertadas-1-plazo-de-presentacion-de-instancias-hasta>

Plazo de presentación de instancias hasta el 3 de marzo de 2023.
Perfil Docente: Docencia en español e inglés en comercialización e investigación de mercados. Con nivel C1 del idioma inglés o similar.

REDES SOCIALES



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Recordatorio envío noticias

Os recordamos que podéis enviar vuestras noticias sobre seminarios, call for papers, libros publicados, nombramientos, etc., hasta el día 24 de cada mes para su publicación en este boletín. La dirección de envío es boletin@aemark.org

PROTECCIÓN DE DATOS:

Responsable del Tratamiento: ASOCIACIÓN ESPAÑOLA DE MARKETING ACADÉMICO Y PROFESIONAL G84642537

Finalidad del Tratamiento: Mantener informados a los contactos de los servicios y productos de la entidad.

Procedencia de los datos: El correo electrónico ha sido facilitados por usted mismo o por su organización.

Categoría de datos: Tratamos únicamente su e-mail para mantener el contacto.

Ejercicio de derechos: Podrá acceder, corregir, eliminar y portar sus datos personales, así como oponerse y solicitar la limitación de los mismos. Puede ejercitar sus derechos, así como obtener más información en Facultad de Economía y Empresa (Campus el Espinardo), 30100, MURCIA, MURCIA, en el correo electrónico secretaria@aemark.es o solicitándolo al remitente de este correo electrónico.

Si no desea recibir más publicidad conteste al e-mail marcando en el asunto la palabra **BAJA**.