



**CALL FOR PAPERS**  
**ISM 2023 Spring Conference**  
**(The only Marketing organization affiliated of MBAA - International)**

*Towards a Great Marketing Experience*

**Palmer House, Chicago IL**  
**March 22-24, 2023**

It's time to think about submitting your articles and ideas and plan to register for the **International Society of Marketing** 2023 Spring Conference to be held at the beautiful and historic Palmer House Hilton Hotel ([palmerhousehiltonhotel.com](http://palmerhousehiltonhotel.com)) in Chicago's vibrant Downtown, March 22-24, 2023.

This year's theme is ***Towards a Great Marketing Experience***. Building on our many successes in the past, this three-day venue continues to attract innovative marketing educators and scholars worldwide that afford the opportunity to share one's insights and ingenuity in the form of scholarly papers, panel sessions, discussions, and more. You are encouraged to submit in any of these formats. In addition, the ISM actively encourages PhD and Masters' students to submit their work.

The conference will be held in person with a program featuring special sessions, professional presentations, hospitality receptions and the Business Meeting brunch among other attractions. One Best Paper Award by track will be granted during the conference.

The submission deadline is ***January 31<sup>st</sup>, 2023***. This is a sharp deadline to have the papers published in the proceedings. The respect of the above deadline as well as an in-person presentation are requirements to compete for the Best Paper Award.

[https://docs.google.com/forms/d/e/1FAIpQLScbdWfqnlI\\_DHwxjKxTKr - N1pxr2OTmKxpEN94aKP8aS-ksw/viewform](https://docs.google.com/forms/d/e/1FAIpQLScbdWfqnlI_DHwxjKxTKr-N1pxr2OTmKxpEN94aKP8aS-ksw/viewform)

We look forward to you seeing you in Chicago next March to enjoy one of the greatest networking conferences in the country!



## International Society of Marketing

(The only Marketing Organization Affiliate of MBAA International)

*Towards a Great Marketing Experience*  
Palmer House, Chicago IL, March 22-24, 2023

### CALL FOR PAPERS

**for the 2023 Leon Hess Business School  
LHBS Societal Impact Award  
Submission Deadline: January 31<sup>st</sup>, 2023**

The International Society of Marketing (ISM) is pleased to announce the **LHBS Societal Impact Award** sponsored by the **Leon Hess Business School (LHBS) of Monmouth University**, West Long Branch, New Jersey. Societal impact refers to how a business school's mission and strategic plan guide actions that positively influence society - at local, regional, national, or international levels (AACSB Business Accreditation Standards, 2020). This competition strives to recognize and honor outstanding research and case studies from faculty and students who have demonstrated excellence in the area of **societal impact**.

Paper submissions will be evaluated through a double-blind review process conducted by the LHBS Societal Impact Award Committee and external reviewers. From the submissions received, **three (3)** finalists will be selected based on the ratings and comments received from reviewers. The 3 finalists will be invited to make a 15 to 20-minute presentation of their research paper in the LHBS Societal Impact track/session to be held at the ISM Spring Conference 2023 at the Palmer House Hilton in Chicago, March 22-24, 2023. A panel of judges will make the selection of the winner and two runners-up at the session. LHBS will award **a plaque and a monetary prize of \$1,000 to the award winner and a plaque and a monetary prize of \$500 each to the two runners-up**. In addition, ISM will provide the registration fees, two-night hotel stay at the conference hotel for the award winner, and registration fees for the two runners-up for the 2024 ISM Spring Conference. The awardees will be recognized at the ISM Spring Conference 2023 breakfast/brunch on Friday, March 24.

**Electronic submissions and/or questions should be sent to the LHBS Societal Impact Award Committee at [societalimpactaward@monmouth.edu](mailto:societalimpactaward@monmouth.edu) by January 31<sup>st</sup>, 2023. Papers must be in Word (.doc or .docx) format.**

#### Submission Criteria

1. Submission is limited to five double-spaced pages.
2. The paper must represent original research or case studies on societal impact defined as AACSB 2020 Standards above.
3. Only faculty or faculty-student-collaborated papers will be considered for the award.
4. The authors may choose to publish abstracts or full-paper submissions in the Conference Proceedings.

5. Please follow the ISM Spring 2023 Conference's submission guidelines (page 2) here:  
[https://docs.google.com/document/d/1DPOKm1nCW\\_ja-XhW-9Pxm7a2OrBwBBHX/edit](https://docs.google.com/document/d/1DPOKm1nCW_ja-XhW-9Pxm7a2OrBwBBHX/edit)

Please note that making a submission indicates your intent to register for and attend the conference if selected as a finalist. A finalist who cannot accept the award in person will not be recognized at the ISM Spring Conference 2023. The LHBS Societal Impact Award Committee will have the right to recognize another qualified finalist to fill the vacant place.

**International Society of Marketing  
Spring Conference 2023  
Program Chair:  
Eliane Karsaklian  
University of Illinois at Chicago  
[ekarsa2@uic.edu](mailto:ekarsa2@uic.edu)**

**Tracks:**

**Branding & Product Development**

Track chair: Jacinta Banks  
University of Illinois at Chicago  
[jacinta@uic.edu](mailto:jacinta@uic.edu)

**Consumer Behavior & Services Marketing**

Track chair: Sajna Razi  
University of Illinois at Chicago  
[sajna@uic.edu](mailto:sajna@uic.edu)

**Contemporary and Post Pandemic Marketing Practices**

Track chair: David Rylander  
Texas Women University  
[drylander@twu.edu](mailto:drylander@twu.edu)

**Ethics, Social Responsibility & Sustainability**

Track chairs: John Cherry and Nikki Wingate  
Southeast Missouri State University  
[jcherry@semo.edu](mailto:jcherry@semo.edu)  
[wingaten@sacredheart.edu](mailto:wingaten@sacredheart.edu)

**International, Diversity & Inclusion Marketing**

Track chair: Ken Heischmidt  
Southeast Missouri State University  
[kheischmidt@semo.edu](mailto:kheischmidt@semo.edu)

**Marketing Communications**

Track chair: Suzanne Altobello  
University of North Carolina-Pembroke  
[Suzanne.altobello@uncp.edu](mailto:Suzanne.altobello@uncp.edu)

### **Marketing Education**

Track chair: Anne Weidemanis Magi  
University Of Illinois at Chicago  
[amagi@uic.edu](mailto:amagi@uic.edu)

### **Marketing Management & Strategy**

Track chair: Lou Pelton  
University of North Texas  
[LouE.Pelton@unt.edu](mailto:LouE.Pelton@unt.edu)

### **Selling & Sales Management**

Track chair: Jim Treleaven  
University of Illinois at Chicago  
[jbt3@uic.edu](mailto:jbt3@uic.edu)

### **Sports and Experiential Marketing**

Track chair: Stacey Hills  
Columbia-Greene Community College  
[stacey.hills@sunycgcc.edu](mailto:stacey.hills@sunycgcc.edu)

### **Social, Digital & Marketing Analytics**

Track chair: Maxwell Hsu  
University of Wisconsin-Whitewater  
[hsum@uww.edu](mailto:hsum@uww.edu)

### **Meet the Editors**

Track chairs: Linda and O.C.Ferrell  
Auburn University  
[lkfo09@auburn.edu](mailto:lkfo09@auburn.edu)  
[ocfo003@auburn.edu](mailto:ocfo003@auburn.edu)

### **Guidelines for Paper, Abstract, & Panel Presentation Proposal Submission**

Authors should submit papers, abstracts and panel proposals through this link:  
[https://docs.google.com/forms/d/e/1FAIpQLScbdWfqnII\\_DHwxjKxTKr\\_N1pxr2OTmKxpEN94aKP8aS-ksw/viewform](https://docs.google.com/forms/d/e/1FAIpQLScbdWfqnII_DHwxjKxTKr_N1pxr2OTmKxpEN94aKP8aS-ksw/viewform)

### ***SUBMISSION DEADLINE: January, 31<sup>st</sup>, 2023.***

- By submitting a manuscript or panel presentation proposal, authors indicate that this is original work that has not been previously published and is not under review elsewhere.

- Authors also agree to present accepted submissions during the conference—virtually or in-person.
- Authors agree that at least one author will register for the conference. Any authors presenting must be registered.
- All submissions must be a minimum of 750 words excluding references, figures and tables.
  - Full-length papers should be no longer than 12 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
  - Abstracts should be no more than 5 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
  - Panel presentation proposals should be no longer than 2 double spaced pages and should indicate list of participants (minimum of 3).
- Manuscripts should strictly adhere to the reference style used by the *Journal of Marketing*.
- Each submission is to have a title page with the authors' names, affiliations, addresses, and e-mails. The preferred method of author contact will be through e-mail.
- The title of the paper should appear on the first page of the manuscript, followed by a 100-word abstract, single-spaced.
- Submissions with multiple authors should indicate the corresponding author
- Authors should avoid revealing their identities in the body of the paper or abstract.
- After acceptance, authors agree to send final versions of submissions for publication in the proceedings.

To volunteer as a paper reviewer, discussant or session chair, please contact the appropriate track chair.

#### **AWARDS**

Track and overall conference awards will be announced during the Business Meeting Brunch at the conference.

**For more information about the International Society of Marketing and its conferences, please visit the ISM website [internationalsocietyofmarketing.org](http://internationalsocietyofmarketing.org)**