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CALL FOR PAPERS

2025 AMA Global Marketing SIG (GMSIG) Conference

May 23–26, 2025

NOVOTEL SYDNEY
on Darling Harbour

**"Navigating the Global Digital Landscape: Strategies for
Cross-Cultural Marketing Success"**

Submission Deadline: December 1, 2024

Conference Chairs

Gary Gregory, Magnus Hultman, Peter Magnusson, Goksel Yalcinkaya

Doctoral Consortium Chairs

Fabian Bartsch, Annie Cui, Timo Mandler, Katharina Zeugner



The GMSIG conference aims to create a forum where attendees can listen, reflect, and creatively engage in the ongoing evolution of the global marketing field. This year's theme, "Navigating the Global Digital Landscape: Strategies for Cross-Cultural Marketing Success," is designed to inspire global marketing researchers to investigate how companies can effectively navigate digital challenges and leverage cross-cultural strategies for success in diverse markets.

The 2025 GMSIG Conference presents an excellent opportunity for marketing academics to share their research and learn from others in digital marketing strategies. The event will feature interactive sessions, a doctoral consortium, and panel discussions on key themes. Attendees will also have the chance to network with leading international marketing scholars. Set in Sydney, Australia, known for its iconic landmarks and vibrant culture, the conference promises valuable insights and a rich cultural experience.

The GMSIG conference has always welcomed a wide variety of papers in global marketing, such as consumer behavior, relationship marketing, inter-organizational communication, new product development and innovation, marketing research, retailing and services, marketing strategy, brand management, marketing communication, sustainability and corporate social responsibility, export/import management, supply chain, market entry/exit, and entrepreneurial marketing. If your work touches on any aspect of marketing that crosses national boundaries, we want to hear about it.

The 2025 GMSIG conference in Sydney follows successful and stimulating conferences in Verona, Italy (2024), Santiago, Chile (2023), Crete, Greece (2022), Taormina, Italy (2021), Buenos Aires, Argentina (2019), Santorini, Greece (2018), and Havana, Cuba (2017).

CONFERENCE VENUE

Sydney, Australia, is a vibrant and iconic destination renowned for its stunning natural beauty and rich cultural heritage. The city is home to the famous Sydney Opera House, a UNESCO World Heritage Site and a masterpiece of modern architecture, hosting over 1,500 performances annually.

Sydney's diverse range of venues includes unique locations like Taronga Zoo and the historic Luna Park, providing attendees with memorable experiences.

With its picturesque harbor, iconic landmarks, and a lively arts scene, Sydney not only serves as a premier conference destination but also offers a wealth of activities for visitors to explore.

CONFERENCE HIGHLIGHTS

1. **Journal of International Marketing Special Issue** – A special issue of the Journal of International Marketing (JIM) will be dedicated to research showcased at the conference. Authors whose papers were presented are encouraged to submit their work for consideration for publication in this special issue.
2. **Doctoral Consortium** – The Consortium offers a unique chance for doctoral students to refine their research ideas, gain insights into the challenges of conducting international marketing research, and develop a successful academic career in this field. Additionally, it provides an opportunity to broaden their professional network.



3. **Unique Cultural Experience** – Sydney, Australia, offers a unique cultural experience that blends its rich Indigenous heritage with contemporary artistic expressions.
4. **Network with the World’s Leading International Marketing Scholars** – The conference program will be designed to enhance opportunities for professional development and networking. Several of the world’s leading experts in international marketing have expressed their commitment to attending the conference.

DOCTORAL CONSORTIUM

This Consortium is a great opportunity for Ph.D. students focusing on international and cross-cultural marketing to fine-tune their research ideas and get a better grasp of the challenges in this field. It's also a chance to get some insights on building a successful career and to expand their professional network. Each Ph.D. student will present a working paper and receive insightful comments and constructive suggestions from leading scholars.

The objective of the Consortium will be to facilitate a supportive discussion among doctoral students and the participating faculty mentors on topics such as:

- Research trends in global marketing,
- Developing high-impact global marketing research for top journals,
- Managing the dissertation and job search process, and
- Taking the first step towards an academic career.

Interested Ph.D. students should apply via the [EasyChair](#) conference management system.

CONFERENCE TRACKS AND TRACK CHAIRS

All conference submissions need to be categorized under one of the designated thematic tracks. Each submission should be submitted to only one track. Please choose the track that best matches your paper from the provided list:

Cross-cultural Consumer Behavior
Export and Import Management
Firm Internationalization, Market Entry, and Market Exit
Global Brand Management
Global Consumer Research
Global Entrepreneurship
Global Ethics, Sustainability, and Corporate Social Responsibility
Global Innovation and New Product Development
Global Marketing Communications
Global Marketing Research, Big Data, and Analytics
Global Marketing Strategy
Global Relationship Marketing and Channel Management
Global Retailing, Services, and E-Commerce
Global Supply Chain
Global Sales Management
Special Session Proposals



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SUBMISSION

Please submit your papers and/or extended abstracts electronically using the [EasyChair](#) conference management system. The submission system will open on October 1, 2024. A manuscript should only be submitted to one track. For up-to-date information about the conference and related events, please check the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chairs.

We welcome two types of submissions:

1. **Competitive Sessions** – Two types of submissions are allowed in competitive sessions:
 - (a) full paper submissions which must be no more than 50 double-spaced pages, inclusive of all materials, including appendices and references.
 - (b) shorter submissions (i.e., extended abstracts) focusing on projects that are advanced enough and show good potential.

2. **Interactive Sessions** – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback are appropriate for submission to the interactive sessions. These sessions are held in poster-style or roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive submissions can be of an extended abstract nature and no more than 10 double-spaced pages.

KEY DATES

Submission Open: October 1, 2024

Deadline for Submission: December 1, 2024

Acceptance Notification: January 31, 2025

Registration Open: February 1, 2025

Early Bird Deadline: March 31, 2025

Conference Dates: May 23-26, 2025

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