



CALL FOR PAPERS

2027 AMA Global Conference

June 18–21, 2027

Ritsumeikan University, Osaka Ibaraki Campus (OIC)

Osaka, JAPAN

*“Intelligent Globalization: AI, Culture, and the Future of
Global Marketing Strategy”*

Submission Deadline: December 1, 2026

CONFERENCE CHAIRS

Magnus Hultman · Peter Magnusson · Timo Mandler · Goksel Yalcinkaya

LOCAL CONFERENCE CHAIRS

Ryuta Ishii · Mai Kikumori

DOCTORAL CONSORTIUM CHAIRS

Fabian Bartsch · Annie Cui · Katharina Zeugner-Roth

Join us June 18-21, 2027, in Osaka, Japan, for the annual AMA Global Conference, the first ever to be held in Japan. Hosted at Ritsumeikan University's Osaka Ibaraki Campus, this vibrant gathering brings together leading scholars and emerging researchers to explore the frontiers of global marketing. Under this year's theme, "Intelligent Globalization: AI, Culture, and the Future of Global Marketing Strategy," we invite you to examine how artificial intelligence is reshaping the way firms segment, enter, and compete in international markets, and how culture, institutions, and consumers shape, in turn, what these technologies can and should do.

Artificial intelligence is no longer a peripheral tool in global marketing; rather, it is becoming the infrastructure through which international strategy is formulated and executed. Generative systems localize brand meaning at scale, algorithms mediate cross-border consumer journeys, and machine learning reconfigures market selection, pricing, and channel design. Yet these capabilities meet a world that remains stubbornly heterogeneous, including in language, regulation, trust, and taste. We invite research that examines how firms navigate this tension and the implications for international marketing strategy and performance.

This year's program includes competitive and interactive sessions, a doctoral consortium for early-career academics, and panel discussions addressing current challenges and opportunities in global marketing. You will have opportunities to present your work, exchange ideas with colleagues from around the world, and develop new collaborations while experiencing the Kansai region, where advanced technology and longstanding traditions coexist.

We welcome research that crosses borders in every respect, whether you study consumer behavior in emerging markets, relationship marketing across cultures, the dynamics of global supply chains and market entry, or the integration of technology, sustainability, and societal value into brand-building efforts. Previous conferences have been hosted in Nice (2026), Sydney (2025), Verona (2024), Santiago (2023), Crete (2022), Taormina (2021), Buenos Aires (2019), Santorini (2018), and Havana (2017), and we are excited to continue this tradition of international exchange in Osaka. We invite you to submit your work and join a global community advancing international marketing scholarship.

CONFERENCE VENUE

The conference will be held at the Osaka Ibaraki Campus (OIC) of Ritsumeikan University. Founded in 1900, with roots tracing to a private academy established in 1869, Ritsumeikan University is one of western Japan's leading private universities. OIC is designed as a community-oriented campus that supports collaboration among the university, local government, industry, and residents.

Osaka is one of Japan's largest metropolitan areas and a major economic hub of western Japan. Long known as "the nation's kitchen" (tenka no daidokoro), it pairs a legendary culinary scene with historic castles and temples, a welcoming and entrepreneurial civic character, and the headquarters of leading multinationals such as Panasonic, Daikin, and Nissan. The city ranked 17th in the Economist Intelligence Unit's Safe Cities Index and has placed among the world's ten most liveable cities every year since 2018.

Getting there is straightforward. Kansai International Airport (KIX) serves more than 1,200 international flights each week from over 60 cities, reaching central Osaka in about 50–60 minutes;

the Shinkansen connects Tokyo in 2.5 hours and Kyoto in 15 minutes. OIC is just a 10–15-minute train ride from central Osaka and is within walking distance of JR Ibaraki Station, Hankyu Minami-Ibaraki Station, and Unobe Station on the Osaka Monorail. Kyoto, Kobe, and Nara are each a short train ride away, making the conference an ideal base for exploring the Kansai region before or after the program.

CONFERENCE HIGHLIGHTS

1. **Journal of International Marketing (JIM) Special Issue** — A dedicated special session for the Journal of International Marketing special issue, “Artificial Intelligence and the Transformation of International Marketing Strategy,” will take place during the conference. Authors considering submission to the special issue are invited to submit an extended abstract through the conference [EasyChair](#) submission system for feedback from the guest editors.
2. **Doctoral Consortium** — The Doctoral Consortium will be held on June 18, 2027, the day before the main conference, and is designed to help Ph.D. students navigate the complexities of international marketing studies and lay the foundation for a successful academic career.
3. **Unique Cultural Experience** — Osaka offers a rare combination of frontier technology and living tradition: from local street food to internationally recognized dining, historic castles and temples, a celebrated pop-culture scene, and omotenashi, the Japanese spirit of wholehearted hospitality. Optional excursions will extend the experience to Kyoto’s UNESCO World Heritage sites, Kobe’s sake and beef culture, and Nara, Japan’s first ancient capital.
4. **Network With the World’s Leading International Marketing Scholars** — The conference program is designed to enhance opportunities for professional development and networking. The conference will bring together scholars from around the world for professional development, scholarly exchange, and networking.

DOCTORAL CONSORTIUM

The Consortium is a valuable opportunity for Ph.D. students focusing on international and cross-cultural marketing to refine their research ideas and develop a clearer understanding of the challenges in this field. It also offers an opportunity to gain insight into building a successful academic career and to begin developing a professional network. Each participant will present a working paper and receive thoughtful commentary and constructive suggestions from leading scholars.

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

- Research trends in global marketing, including the implications of AI for theory and method
- Developing high-impact global marketing research for top journals
- Managing the dissertation, job search process, and first career steps

Interested doctoral students should apply through the conference [website](#). Application requirements and deadlines will be announced on the website.

CONFERENCE TRACKS

All submissions must be categorized under one of the designated thematic tracks. Each submission should be made to only one track using the conference [EasyChair](#) submission system. Please choose the track that best matches your paper from the list below. Final tracks and track chairs will be confirmed in fall 2026.

Submission Tracks:

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| 01. <i>Cross-cultural Consumer Behavior</i> | 10. <i>Global Marketing Research, Big Data, and Analytics</i> |
| 02. <i>Export and Import Management</i> | 11. <i>Global Marketing Strategy</i> |
| 03. <i>Firm Internationalization, Market Entry, and Market Exit</i> | 12. <i>Global Relationship Marketing, Sales, and Channel Management</i> |
| 04. <i>Global Brand Management</i> | 13. <i>Global Retailing, Services, and E-Commerce</i> |
| 05. <i>Global Consumer Research</i> | 14. <i>Global Supply Chain Research</i> |
| 06. <i>Global Entrepreneurship</i> | 15. <i>Global Luxury Marketing</i> |
| 07. <i>Global Ethics, Sustainability, and CSR</i> | 16. <i>Global Marketing Education</i> |
| 08. <i>Global Innovation and New Product Development</i> | 17. <i>Marketing in Emerging Markets</i> |
| 09. <i>Global Marketing Communications</i> | 18. <i>Special Session Proposals</i> |

SUBMISSION

Please submit a full paper or extended abstract through the conference [EasyChair](#) submission system, which will open on September 14, 2026. Each manuscript should be submitted to one track only and will be evaluated through blind peer review by members of the program committee. For the submission guidelines and other conference-related information, please visit the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Conference Chairs.

We welcome two types of submissions:

- 1. Competitive Sessions** — Two forms of submission are accepted: (a) full papers, which must be no more than 40 double-spaced pages inclusive of all materials, including appendices and references; and (b) extended abstracts (max. 10 double-spaced pages) focusing on projects that are advanced enough to show strong potential.
- 2. Research-in-Progress Sessions** — Shorter manuscripts or work-in-progress pieces that would benefit from informal feedback are appropriate for these interactive sessions. They are held in poster-style or roundtable format, allowing for direct exchange with researchers working on related questions. Submissions may be of an extended abstract nature (no more than 10 double-spaced pages).

Special session proposals are also welcome and should be submitted to the Special Session Proposals track.

KEY DATES

Submission Open	September 14, 2026
Deadline for Submission	December 1, 2026
Acceptance Notification	January 31, 2027
Registration Open	January 31, 2027
Early Bird Deadline	March 31, 2027
Conference Dates	June 18–21, 2027

PARTNERS
