



CALL FOR PAPERS – TRACK 12

Marketing Strategy & Branding

#IRMBAM2023

WHO AND WHERE

We warmly invite you to submit your paper for presentation in TRACK 12 **Marketing strategy and branding** at the 12th International Research Meeting in Business and Management that will take place on **July 6-8, 2023**, at IPAG Business School, Nice Campus (France).

Track chairs: **Stefania Masè**, **Virginie Thevenin**, IPAG Business School, France and **Elena Cedrola**, Macerata U., Italy.

WHAT IS THE FOCUS

This track aims to be a think tank open to the newest trends in Marketing strategy, with special attention to the dyad brand–consumer relationship. This perspective aims to be comprehensive, more than exclusive, concerning the analysis of all the newest factors affecting the complex liaison between organizations, consumers, and society at large.

Sustainability, inclusivity, but also conflictuality are some of the keywords affecting the marketing environment in the latest years, this list is far from being complete.

Important tentative of structuring and defining the dichotomous perspective of analysis of sustainability marketing has been recently offered (McDonagh & Protero, 2014; Kemper & Ballantine, 2019) but more efforts seem to be necessary to suggest a clear framework for a thematic impacting different industries such as luxury (Athwal, et al., 2019, Thevenin & DeBarnier, 2022), tourism (Lansing & DeVries, 2007; Vinzenz et al., 2019), food (Belz & Schmidt-Riediger, 2009; Scozzafava, et al., 2022) just to name few.

Inclusivity is the second golden definition that is becoming ubiquitous in marketing discussions. A fundamental topic in the Fashion industry (Cedrola and Kulaga, 2021; Black, 2022), inclusivity can be otherwise quite impactful for different businesses, affecting all marketing touchpoints (Lucarelli, 2022). An inclusive marketing perspective could also be one able to foster cross-pollination from diverse areas of study such as the arts (Masè, 2020, Cedrola and Masè, 2017).

The increased complexity in contemporary societies is also at the root of potential conflict affecting the relationships between actors in physical and digital points of encounter, dramatically impacting value creation (Minina, et al., 2022).

We look forward to qualitative research studies based on critical and practice-based approaches but also on quantitative studies. The main aim of this track is to be a space for investigation of the newest trends in marketing, not limited to the previously described subjects, but wider and more challenging.

Potential topics include, but are not limited to:

- Brands and sustainability
- Brand heritage
- Inclusivity in marketing
- Inclusivity and sustainability in the luxury industry
- digital/physical points of encounter
- Value co-creation, value co-destruction, value conflict

HOW TO SUBMIT YOUR PAPERS

Authors are invited to submit their full papers in English* in PDF file, no later than **April 11, 2023**, by midnight Paris time, via the conference website; please choose Track 12 when you submit your paper: <https://irmbam2023.sciencesconf.org/submission/submit>

IMPORTANT DATES

Submission deadline (full paper): **April 11, 2023**

Notification of review results: May 03, 2023

Registration deadline (early bird): June 06, 2023

Conference event: July 6-8, 2023

CONFERENCE VENUE

IPAG Business School - Nice Campus

4, boulevard Carabacel, 06000 Nice, France

FURTHER INFORMATION

Please visit our website for detailed information: <https://irmbam2023.sciencesconf.org/>

For queries, please contact the organizers at ipag-irm@sciencesconf.org

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