



## CALL FOR PAPERS – TRACK11

### Marketing & Service for Social Impact, Customer Value & Well-being

#IRMBAM2023

#### WHO AND WHERE

We warmly invite you to submit your paper for presentation in the TRACK11 **Marketing and service for social impact, customer value and well-being** organized by Professors **Ilaria Dalla Pozza**, **Beatrice Siadou-Martin** and **Shaphali Gupta** 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). The track chairs are: Ilaria Dalla Pozza (Ipag Business School, France), Beatrice Siadou-Martin (University of Montpellier, France), and Shaphali Gupta (MICA, India).

## WHAT IS THE FOCUS

We welcome both theoretical and empirical contributions. Nowadays, faced to social and environmental issues (climate crisis, food waste, waste reduction, social inequalities, energetic crisis, inflation and purchase power, etc.), individuals have to adopt new behaviors for the long run. In this context, marketing tools and methods are useful to providing a deepened understanding of individuals and to promoting their behavior changes. They are used not only in a commercial setting but also in non-commercial settings. For instance, governmental, public or private organizations can mobilize marketing to promote citizen behaviors: reducing food waste, adopting healthy food, sorting of waste, promoting secondhand purchase, etc.

Marketing for social impacts raises several questions such as (non-exhaustive list):

- The trade-off between the consumer value and the sacrifices of these new consumption practices
- Communication strategies promoting these behavioral changes
- The role and impacts of technology on the customer and the society (mobile apps, social network, artificial intelligence, metaverse, etc.)
- The evolution of distribution channels and consumption modes (rental economy, repair-services, second-hand, etc.)

Marketing and service strategies should have a positive impact not only on society at large but also on consumers contributing to the creation of customer value and well-being. Customer well-being is becoming today central in marketing and service strategies to strengthen long-term customer relationships. Contributions discussing the impact of marketing and service on customer value and well-being are welcome.

## WHAT IS SPECIAL THIS YEAR

The special session also proposes an introductive debate with specialists in this domain from [Chaire MARESON](#), the chair for sustainable marketing and well-being (Professor Jean-Marc Ferrandi and Marie-Christine Lichtlé) and from the [French Institute of Social Marketing](#) or IMS, Institut du marketing social (Marie-Laure Moure).

A special issue in the academic review "Management & Avenir" will be proposed at the end of conference on this topic. All the communications will be invited to submit their paper. All paper submissions in this special issue will be peer reviewed and evaluated according to the journal's requirements.

## 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 11 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](mailto:ipag-irm@sciencesconf.org)

## CONTACTS

Ilaria Dalla Pozza  
Professor of Marketing  
IPAG Business School, Paris, France  
E-mail: [i.dalla-pozza@ipag.fr](mailto:i.dalla-pozza@ipag.fr)

Beatrice Siadou Martin  
Professor of Marketing  
University of Montpellier, Montpellier, France  
E-mail: [beatrice.siadou-martin@umontpellier.fr](mailto:beatrice.siadou-martin@umontpellier.fr)

Shaphali Gupta  
Mani Ayer Chair Professor of Marketing,  
Associate Editor at JBR and JSM  
MICA, Ahmedabad, India  
E-mail: [shaphali.gupta@micamail.in](mailto:shaphali.gupta@micamail.in)