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 Mourre).

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

CONTACTS
Ilaria Dalla Pozza
Professor of Marketing
IPAG Business School, Paris, France
E-mail: i.dalla-pozza@ipag.fr

Beatrice Siadou Martin
Professor of Marketing
University of Montpellier, Montpellier, France
E-mail: 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