

33RD INTERNATIONAL CONGRESS OF THE FRENCH MARKETING ASSOCIATION

Tours, Vinci International Conference Centre- 17, 18 and 19 May 2017

CALL FOR COMMUNICATIONS

Theme of the congress:

NEW CONSUMER PRACTICES

The VALLOREM (E.A. 6296) laboratory team at Tours and Orleans Universities is pleased to invite you to the **33rd International Congress of the French Marketing Association, to be held on 17, 18 and 19 May 2017 in Tours.**

The event will take place over three days and will host nearly 300 researchers and specialist marketing professionals at the Vinci International Conference Centre (opposite Tours train station). This is an important event for our community of experts that gathers together in a convivial setting once a year to discuss topical issues. It also provides a forum for productive exchange and the sharing of ideas, as well as stimulating discussions on traditional or more contemporary theories, and encouraging influential meetings between academics and professionals working in the field. This conference also gives participants an opportunity to enjoy themselves in pleasant surroundings, discover new topics and strengthen ties of friendship between community members. As such, you will be able to get a taste of the wonderful Touraine lifestyle and discover some of the region's cultural sights and food and wine specialties.

The AFM Congress will be dedicated to the presentation and discussion of work outlining the most recent advances in marketing research both conceptually (new fields, new concepts), methodologically (tools, methods) or empirically (new fields and applications). Proposals for communications on emerging themes, mobilising innovative theoretical insight or using original methodological approaches are especially encouraged. As usual, the 33rd AFM Congress is open to all topics. This year, however, it will focus in particular on a core, unifying theme for both researchers and practitioners alike: **"New consumer practices."** We strongly

encourage authors to submit papers in this area as well as in those areas that drive the marketing community.

Two major innovations characterize the 33rd AFM Congress:

- The option of offering two different types of communication: "Completed research" papers and "**ongoing research**" papers.
- "**Poster**" sessions will also be organized to establish discussions on innovative topics that involve both academic and managerial benefits.

Furthermore, **papers in English** are welcome and are particularly encouraged at this 33rd AFM Congress.

The theme of the congress: "New consumer practices"

The historic successes of most brands on their markets have often been accompanied by major shifts in consumer practices and a change in the way an individual responds to the object in question. This has been demonstrated by Apple, Nespresso, or AirBnB. The marketing sector's anthropological perspective invites researchers and practitioners to constantly seek out insight on changes in consumer practices and, from a managerial point of view, to better understand how brands can best exploit these changes, or even generate or provoke them. As stated in the paper by Pine and Gilmore in 1999, value creation today is closely linked to the conversion of consumer feedback.

The relational, experiential and cultural outlooks studied from diverse perspectives and in different exchange situations (BtoB, BtoC, CtoC, PBTC, etc.), may provide fertile approaches for furthering insight and driving changes in these consumer practices. Without claiming to provide an exhaustive list of topics, here are some examples of focus areas that may be given priority:

- Practices involving the co-creation of value, and a critical understanding of *Service Dominant Logic*
- Collaborative consumption, community marketing and the second-hand market
- New pricing practices, changes in consumer perspectives on donations and free handouts
- Responsible consumption, social and societal practices of individuals and organizations
- Consumer attitudes to the development of new *business models* (*low-cost, freemium ...*)
- New forms of communication and distribution: omni channel, cross channel, reverse logic
- New brand and consumer experiences
- The use of new technologies and its impact on the customer experience
- Digital Marketing: web-user behaviour, mobile marketing, mobile commerce, IoT (Internet of Things)

- Emerging practices and methodologies: neuroscience, multi-method approaches, experimental approaches, *nudge*
- New perspectives in experiential marketing
- Contribution of the *Consumer Culture Theory* to marketing thinking and practice

Draft communications, aligned with the core focus of this congress, will foster insight into the analytical frameworks needed to better understand changes in emerging or developing consumer practices on the markets, and help to identify current and future changes.

Possible types of submission:

Get the details on submission formats and style sheets at the Congress website: <http://afm2017.univ-tours.fr/>

- **Standard communications:** printed papers (5 pages maximum, times 12, single spacing and margins set at 2.5 excluding the title page, bibliographical references and annexes) presenting completed research of a conceptual and/or empirical nature. Submitted papers will undergo a double-blind evaluation by two proof readers; the papers approved at the end of this process will be assigned to sessions covering a similar or closely-related topic. For some papers, and given the interest of the topic under discussion, the scientific committee may encourage the author(s) to submit a poster summarising the main stages in the research (issue, theoretical framework, methodology, results, and contributions).
- **Work-in-progress communications:** printed papers (5 pages maximum, times 12, single spacing and margins set at 2.5 excluding the title page, bibliographical references and annexes) presenting research that is sufficiently advanced in conceptual terms and that has a current or upcoming data compilation. The author may use this submission format to address any specific questions that they may have in order to develop their work in process. These questions should be clearly formulated at the paper's summing up and be stated during the presentation. As with standard communications, these submissions will undergo a double-blind evaluation by two proof readers; the papers approved at the end of this process will be assigned to special sessions, or to sessions associated with similar or closely-related topics.
- **Video communications:** communications may be submitted in video format. Submitted films must be in formats of between 15 and 30 minutes and filmed and edited according to the appropriate quality standards (raw materials should avoided). A written document not exceeding 2,500 words (times 12, single spacing and margins set at 2.5) must accompany the video summarising the film, and indicating its purpose and scope.
- **Special sessions:** this format consists in encouraging sessions devoted to a common theme through the concerted submission of three communications around a theme that is innovative, important, emerging or topical. Special session papers may not exceed 5 pages (times 12, single spacing and margins set at 2.5 excluding bibliographical references and

annexes). The session may not exceed 20 pages (excluding title pages) including a general introduction and the bibliography, which will be common to all three papers.

Dates and method of submission

Submissions may be registered as from 24 October 2016 up to 9 December 2016 on the website: <http://afm2017.univ-tours.fr/>

Provisional timetable

24 October 2016: Opening date for online submissions

9 December 2016: Deadline for online submissions of communications (this date is final, submissions received after the 9 December will not be accepted)

5 January 2017: Start of the registrations for the congress

24 February 2017: Notification of decisions to the authors

24 March 2017: Deadline for receipt of amended communications

Scientific Committee

Co-Chairs:

Véronique des GARETS – Patricia COUTELLE - BRILLET

Members of the select committee:

Stéphane BOURLIATAUX-LAJOINIE - Patricia COUTELLE-BRILLET - Sana DEBBABI - Delphine EZANNO – Mickaël DAVID - Véronique DES GARETS - Joseph KASWENGI - Laurent MAUBISSON - Véronique PLICHON-GUILLOU - Arnaud RIVIERE - Hélène SAUREL - Laure SUGIER

The list of members of the extended scientific committee is available on the conference website

All details at: <http://afm2017.univ-tours.fr/>

Contact: afm2017@univ-tours.fr