2021
Academy of Marketing
Science Annual Conference
AMS 50th Anniversary:
Celebrating the Past and
Future of Marketing

June 02-04, 2021,
New York Hilton Midtown
Submission deadline:
October 15, 2020

www.ams50nyc.org
#ams50nyc

Join us in The City that Never Sleeps for the 50th Anniversary of the Academy of Marketing Science. At this conference, we will celebrate the history of marketing while also exploring its future. Marketing has evolved from “sell, sell, sell” to a world of endless information. Today’s consumers are more likely to take the advice of a social media influencer than they are of a salesperson. How do companies compete in this noisy, competitive environment? The 2021 AMS conference is aimed at bringing the community of marketing researchers and practitioners together. In its spirit of sharing and caring, this conference will endeavor to develop the field further in all respects. Plenary sessions with renown marketing experts and competitive paper sessions, will be accompanied by a comprehensive social program with four evening receptions, awards luncheon, and a gala dinner in one of the finest locations New York City has to offer. Join us for this exceptional event!

The AMS2021 will also offer two special 50th anniversary tracks:

Celebrating Marketing’s History chaired by Greg Marshall (Rollins College) and O.C. Ferrell (Auburn University)
The Future of Marketing chaired by Leyland Pitt (Simon Fraser University) and Martin Key (University of Colorado Colorado Springs)

We welcome submissions to the following tracks and sessions:
Advertising and IMC
Artificial Intelligence and Augmented Reality
Big Data, Marketing Analytics, and Research Methods
Branding and Brand Management
Consumer Behavior
Consumers in the Age of The Internet
Digital Marketing
International Marketing
Marketing Pedagogy and Education
Marketing Strategy
Innovations and New Product Development
Personal Selling and Sales Management
Pricing
Retailing and Omni-Channel
Services Marketing
Social Media Marketing
Public Policy, Sustainability and Social Responsibility
Special Sessions
Doctoral colloquium

Submissions, deadline, and format:
Please submit your structured abstract or full paper before October 15, 2020.
Please follow our submission guidelines exactly (see www.ams50nyc.org).

Awards
Wayne Delozier Award (best conference paper)
Jane Fenyo Award (student authored research)
William E. Darden Award (best marketing research paper)
Stanley Hollander Award (best services/retailing paper)
Mary Kay Doctoral Student Awards (best dissertation and proposal)

Competition: Mary Kay Inc. Doctoral Dissertation

Social program highlights: Receptions, awards luncheon, and gala dinner

Information, submission guidelines, and registration:
www.ams50nyc.org

Should you have any queries, please do not hesitate to contact the conference chairs (info@ams50nyc.org).
We are looking forward to welcoming you to New York City!

Lauren Beitelspacher, Joe F. Hair, and Marko Sarstedt
Program Co-Chairs