

32nd Annual Conference and Professional Development Workshop & Business Exchanges

CIMaR

Consortium for International Marketing Research
2025

Transformative Marketing: Driving business and societal change

University of Pavia
May 19-22, 2025 Pavia, Italy

CALL FOR PAPERS

The CIMaR 2025 Annual Conference focuses on the theoretical and empirical issues related to international marketing as a transformative force, capable of shaping business and society to deal with the grand challenges of humanity.

Recent years have witnessed increasing disruptions and discontinuities to economies and societies, from technological advances to geopolitical tensions, heightened environmental awareness and rapidly changing customer behavior. International marketing based on a deep understanding of evolving institutional set ups, customer needs, and technological trends across countries, can act as a driver of sustainable value creation and delivery.

We invite both junior (including PhD students) and senior scholars to submit their research work on the following topics, though other topics are also welcome:

1. What are transformative marketing approaches employed by international firms, and what are their outcomes and impacts?
2. How does the development of transformative marketing approaches enable international firms to address societal or business problems effectively? Are there any tensions between business and societal outcomes?
3. What are the relevant drivers of the international firm's transformative marketing approaches? Do socio-economic and geopolitical factors play a role in firms adopting transformative marketing approaches? What role does technology play?
4. What are the impact and the implications for firms regarding the role of emerging technologies for designing transformative marketing approaches?
5. What business model innovations are required in international firm's transformative marketing approaches?
6. Does marketing and international marketing itself need transformation?

Important Dates

- Deadline for paper and extended abstract submission: **Jan 15, 2025**
- Acceptance notification: **March 3, 2025**
- Deadline for doctoral colloquium submission: **Jan 29, 2025**
- Acceptance notification: **March 3, 2025**
- Professional development workshop date: **May 19 (morning) 2025**
- Conference opening: **May 19 (afternoon) 2025**
- Conference Gala dinner: **May 21, 2025**
- Company visit (Kartell SPA): **May 22, 2025 (with transfer from Pavia)**

Submission format

Papers should be submitted with the understanding that they are original and unpublished works.

Full papers

Papers must be no longer than 10,000 words, including all materials such as appendices and references. Each paper must include an abstract, not to exceed 200 words. All papers must be in English and must follow the APA 7.0 Style Guide.

Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single-spaced.

Extended abstracts

Extended abstract must be no longer than 3,000 words, including all materials such as appendices and references. All extended abstracts must be in English and must follow the APA 7.0 Style Guide.

Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" × 11" page setting. References may be single-spaced.

Professional development workshop

Submissions must be presented as a synopsis of your doctoral research (up to 6,000 words). The synopsis should cover the following points: theoretical framework, literature review and research question, methodology, research design and data, expected results and/or preliminary findings, expected contribution, and a final summary. All proposals must be in English and must follow the APA 7.0 Style Guide.

Use Times New Roman 12-point font, double spaced, 1-inch (2.5 cm) margin all around, and 8.5" x 11" page setting. References may be single-spaced.

Manuscripts and awards

Papers submitted to the conference will be published in ISBN proceedings if not otherwise specified.

The CIMaR 2025 Annual Conference Board will identify the three top papers presented at the conference.

Awards for the best selected papers: 1st – € 500 | 2nd – € 300 | 3rd – € 200.

Submission

All submissions must be in PDF format and submitted through the ConfTool Submission system. Papers must be anonymous and will undergo a review process after submission.

SUBMISSIONS ARE OPEN!

For more information:

<https://www.fuorirotaeventi.com/cimar-2025>