Call for Papers

2023 Global Marketing Conference at Seoul

20th – 23rd July, 2023

Submission Deadline: 16th January, 2023

Venue: Seoul, Republic of Korea
Conference Homepage: https://2023gmc.imweb.me/

Co-Hosts
American Marketing Association
European Marketing Academy
Australian & New Zealand Marketing Academy
Japan Society of Marketing and Distribution
Korean Scholars of Marketing Science
Korea University

Organizer
Global Alliance of Marketing & Management Associations

Partners
Association for Consumer Research (USA)
Society for Consumer Psychology (USA)
Greek Marketing Academy (Greece)
AEMARK (Spain)
Chinese Marketing Association of Universities (China)
New Zealand Asia Institute of University of Auckland (New Zealand)
Ritsumeikan University (Japan)
Changwon National University (Republic of Korea)

Sponsors
Korea Tourism Organization
Seoul Metropolitan Government
Korea Economy & Management Development Institute

CONFERENCE CO-CHAIRS

Prof. Roland T. Rust, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146.
Prof. Renana Peres, Chair of the Marketing Department, The Hebrew University School of Business, Hebrew University of Jerusalem, Mount Scopus, Jerusalem 91905, Israel, renana.peres@mail.huji.ac.il, Tel: +972-2-5883073.
Dr. Linda Robinson, Head of Marketing, College of Business and Law, RMIT University, GPO Box 2476, Melbourne

VIC 3001 Australia, linda.robinson2@rmit.edu.au, Tel: +61 3 99255863
Prof. Chizuru Nishio, Faculty of Business Science, University of Tsukuba, 3-29-1 Otsuka, Bunkyo, Tokyo, 112-0012, Japan, nishio@gssm.otsuka.tsukuba.ac.jp.
Prof. Tony Garrett, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel: +82-2-3290-2833.

CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year's conference is, ***"Marketing & Management Transformation in the Challenging Digital Environment".*** This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management transformation happening globally in the challenging digital world including rapid advancement of new technologies, different cultures and cross-cultural business appliocations, as they affect both domestic and multinational marketing strategies. The 2023 Global Marketing Conference at Seoul offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participants from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an **ISSN** number (1976-8699).

Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.

1. JOINT SYMPOSIA

2023 EMAC-GAMMA JOINT SYMPOSIUM

The European Marketing Academy (EMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 EMAC-GAMMA Joint Symposium on **'Artificial Intelligence in Marketing'** in the 2023 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Roland T. Rust,** Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146. **Prof. Sue Ryung Chang**, Marketing Area, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea, suechang@yonsei.ac.kr, Tel: +82-2-2123-2499.

2023 ANZMAC-GAMMA JOINT SYMPOSIUM

The Australian & New Zealand Marketing Academy (ANZMAC) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 ANZMAC-GAMMA Joint Symposium on 'Reimagining Marketing' in the 2023 GMC at Seoul. Please submit your paper to the Symposium Co-Chairs: **Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, ian.phau@cbs.curtin.edu.au, Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel: +82-2-3290-2833.

2023 JSMD-GAMMA JOINT SYMPOSIUM

Japan Society of Marketing & Distribution (JSMD) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2023 JSMD-GAMMA Joint Symposium' on 'Current Issues in Marketing & Distribution in Japan'. The accepted and presented papers will be considered to be published in International Journal of Marketing and Distribution, a JSMD journal. Please submit your paper to the Symposium Co-Chairs: **Prof. Younghoon Choi,** Doshisha University, Kyoto, Japan, ychoi@mail.doshisha.ac.jp and **Prof. Morikazu Hirose**, Tokyo Fuji University, Tokyo, Japan, morikazu_187@fuji.ac.jp.

2023 GMA-GAMMA JOINT SYMPOSIUM

Greek Marketing Academy (GMA) and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2023 GMA-GAMMA Joint Symposium on 'Marketing Communication in a VUCA (Volatile, Uncertain, Complex & Ambiguous) world' in 2023 GMC at Seoul. Please submit your paper to the Symposium Chair: **Prof. Anna K. Zarkada,** Department of Public Communication, Cyprus University of Technology, 30 Archbishop Kyprianou Str, 3036 Limassol, Cyprus, anna.zarkada@cut.ac.cy, Tel: +357 2500.2046, Fax: +357 25002750.

2023 AEMARK-GAMMA JOINT SYMPOSIUM

AEMARK (Spain) and Global Alliance of Marketing & Management Associations will jointly hold 'the 2023 AEMARK-GAMMA Joint Symposium' in 'the 2023 GMC at Seoul'. Please submit your paper to **Symposium Chair: Prof. Carlos Flavian**, University of Zaragoza, Spain, aemark.gmc@gmail.com, Tel: +34-976-762-719.

2023 NZAI-GAMMA JOINT SYMPOSIUM

New Zealand Asia Institute of the University of Auckland and Global Alliance of Marketing & Management Associations will jointly hold "the 2023 NZAI-GAMMA Joint Symposium" on "Consumer Behavior and Globalization". Please submit your paper to Symposium Co-chairs: **Prof. Yuri Seo,** The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, y.seo@auckland.ac.nz, Tel: +64-9-923-8277. **Dr. Felix Septianto,** UQ Business School, The University of Queensland, St. Lucia, Brisbane, Queensland, Australia, f.septianto@uq.edu.au, Tel: +61-7-3346-8100.

2023 RITSUMEIKAN UNIVERSITY-GAMMA JOINT SYMPOSIUM

Ritsumeikan University and Global Alliance of Marketing & Management Associations will jointly hold "the 2023 RITSUMEIKAN UNIVERSITY-GAMMA Joint Symposium" on "Understanding Marketing Innovativeness in Asia". Please submit your paper to Symposium Co-chairs: **Prof. Changju Kim**, Ritsumeikan University, Japan, cjkim777@fc.ritsumei.ac.jp. **Prof. Mai Kikumori,** Ritsumeikan University, Japan, kikumori@fc.ritsumei.ac.jp.

2. SPONSORING JOURNALS

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will publish special issues on the following subjects with top papers presented in proper tracks of this conference.

1. International Journal of Advertising (SSCI) will publish a special issue on **'Online Advertising and Marketing of Service Businesses'** with the best papers presented at the following track in 2023 GMC at Seoul called '**Online Advertising and Marketing of Service Businesses'**. Guest Editor: **Prof. Shu-Chuan (Kelly) Chu,** College of Communication, DePaul University 1 E. Jackson Blvd. Chicago IL 60604, USA, schu7@depaul.edu, Tel. +1-312-362-7929.

2. International Journal of Advertising (SSCI) will publish a special issue on **'New Developments in Digital Promotion'** with the selected papers presented in the '**New Developments in Digital Promotion'** track of the 2023 GMC at Seoul. Guest Editors: **Prof. Lamberto Zollo**, University of Milan, Italy, lamberto.zollo@unimi.it, **Prof. Riccardo Rialti**, University of Milan, Italy, riccardo.rialti@unimi.it, **Prof. Kacy Kim**, Bryant University, U.S.A., kkim2@bryant.edu, **Prof. Sukki Yoon**, Bryant University, U.S.A., syoon@bryant.edu.

JOURNAL OF MACROMARKETING

Selected papers from submissions to **'How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.'** track of the '2023 Global Marketing Conference at Seoul' will be considered for possible publication in a special issue of Journal of Macromarketing (SSCI) on 'How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.'. **Editor: Prof. Joseph Sirgy** (Virginia Tech), sirgy@vt.edu.

PSYCHOLOGY & MARKETING

Psychology & Marketing (SSCI) will select the best papers presented in the track called **'Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Transformation'** in the 2023 GMC at Seoul for the P&M Award. These P&M Award winning papers will be invited for possible publication in **Psychology & Marketing**. Track Chair: **Prof. Kyung Hoon Kim**, Provost, VP in Academic Affairs & Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

INDUSTRIAL MARKETING MANAGEMENT

Selected papers from the submissions to '**Global Perspectives in Business-to-Business Marketing'** track of '2023 Global Marketing Conference at Seoul' will be considered for possible publication in a regular issue of **Industrial Marketing Management** (SSCI). **Track Chair: Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

INTERNATIONAL JOURNAL OF CONSUMER STUDIES

International Journal of Consumer Studies (SSCI) will publish a special section on **'Digital Consumer Behavior in the Age of Tech Transformation'** with best papers presented at the following track called **'Digital Consumer Behavior in the Age of Tech Transformation'** in the 2023 GMC at Seoul. Guest Editor: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109.

JOURNAL OF SERVICE MANAGEMENT

Journal of Service Management (2020 Impact Factor: 11.768; 5 Year Impact Factor: 9.52) will publish a special section on **'The Future of Work – Service Employee-(Ro)bot Collaboration'** with best papers presented at the following track called **'The Future of Work – Service Employee-(Ro)bot Collaboration'** in the 2023 GMC at Seoul. Guest Editors: **Prof. Dr. Werner Kunz,** Dept. of Marketing, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. **Prof. Dr. Laszlo Sajtos,** Dept. of Marketing, University of Auckland Business School, Sir Owen G Glenn Building, 12 Grafton Road, Auckland, 1010, New Zealand, l.sajtos@auckland.ac.nz, Tel: +64 9923 2724. **Prof. Dr. Carlos Flavián**, Faculty of Economy and Business, University of Zaragoza, Gran Vía 2, 50.005 Zaragoza, Spain, cflavian@unizar.es.

JOURNAL OF SOCIAL MARKETING

Journal of Social Marketing (SSCI) will publish a special issue on **'Social, Health and Environmental Change: How does marketing help?'** with best papers presented at the following track called **'Social, Health and Environmental Change: How does marketing help?'** in the 2023 GMC at Seoul. Guest Editor: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109.

JOURNAL OF CURRENT ISSUES AND RESEARCH IN ADVERTISING

Journal of Current Issues and Research in Advertising will publish a special issue on **'Emerging Issues in Computational Advertising'** with the selected papers presented in 'Emerging Issues in Computational Advertising' track of the 2023 GMC at Seoul. **Guest Editors: Prof. Su Jung Kim.,** University of Southern California, sujung.kim@usc.edu, **Ewa Maslowska,** University of Illinois Urbana-Champaign, ehm@illinois.edu, **Joanna Strycharz**, University of Amsterdam, j.strycharz@uva.nl.

INTERNATIONAL JOURNAL OF MARKETING & DISTRIBUTION

International Journal of Marketing & Distribution's editorial board will consider excellent papers presented at the 2023 JSMD-GAMMA Joint Symposium upon **'Current Issues in Marketing & Distribution in Japan'** for inclusion in International Journal of Marketing & Distribution. **Symposium Co-chairs: Prof. Younghoon Choi,** Doshisha University, Kyoto, Japan. ychoi@mail.doshisha.ac.jp and **Prof. Morikazu Hirose**, Tokyo Fuji University, Tokyo, Japan. morikazu_187@fuji.ac.jp.

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS

Asia Pacific Journal of Marketing and Logistics will publish a special issue on **'The Future of Consumer Experience: Humanity in a Digital World'** with the selected papers presented in the track called 'The Future of Consumer Experience: Humanity in a Digital World' in the 2023 Global Marketing Conference at Seoul. **Guest Editors: Prof. Kyung Hoon Kim,** Professor, Changwon National University, 9 Sarimdong, Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346. **Brian 't Hart**, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372).

INTERNATIONAL MARKETING REVIEW

Selected papers from the submissions to a track called 'International Marketing Perspectives on Digital Platforms and Ecosystems' of the 2023 Global Marketing Conference at Seoul will be considered for possible submission to a special issue of International Marketing Review (SSCI). The call for papers for the special issue will be released shortly, and the theme of this IMR special issue is '**International Marketing Perspectives on Digital Platforms and Ecosystems'**. **Guest Editors: Prof. Timo Mandler**, Toulouse Business School, t.mandler@tbs-education.fr, **Prof. Natalia Yannopoulou**, Newcastle University Business School, natalia.yannopoulou@newcastle.ac.uk, **Prof. Dr. Jun Luo**, University of Nottingham Ningbo China, Maria.Luo@nottingham.edu.cn.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (ESCI, SCOPUS, & ABDC) will publish a special issue on **'Fashion Marketing & Management in the Metaverse'** with best papers presented at the following track called 'Fashion

Marketing & Management in the Metaverse' in the 2023 GMC at Seoul. **Editor-in-Chief: Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109.

3. AWARDS

GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2023
Eminent marketing practitioner(s) will be recommended for 'GAMMA Global Marketer of the Year Award 2023' who made significant contribution to the advancement of marketing practice.

GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2023
Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for 'GAMMA Global Scholar of the Year Award 2023'.

4. ACADEMIC EXCELLENCE COMMITTEE

Academic Excellence Committee Chair: Prof. Charles R. Taylor (Villanova University), Editor of International Journal of Advertising, John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, charles.r.taylor@villanova.edu, Tel: +1-610-519-4386 Fax: +1-610-519-5364. Academic Excellence Committee is in charge of the total quality control over the conference management process.

5. MEET THE EDITORS

Chair: Roland T. Rust (University of Maryland), VP Publications, European Marketing Academy
Journal of Marketing: Shrihari (Hari) Sridhar (Texas A&M University), Editor-in-Chief
Journal of Consumer Research: Bernd Schmitt (Columbia University), Editor-in-Chief
Marketing Science: Olivier Toubia (Columbia University), Editor-in-Chief
International Journal of Research in Marketing: Martin Schreier (WU Vienna University of Economics and Business), Editor-in-Chief
Journal of Academy of Marketing Science: John Hulland (University of Georgia), Editor-in-Chief
Journal of Service Research: Ming-Hui Huang (National Taiwan University), Editor-in-Chief
International Marketing Review: John Cadogan (Loughborough University), Editor-in-Chief
Journal of Macromarketing: Joseph Sirgy (Virginia Tech), Editor-in-Chief
International Journal of Advertising: Charles R. Taylor (Villanova University), Editor-in-Chief
Psychology & Marketing: Giampaolo Viglia (University of Portsmouth), Editor-in-Chief
Industrial Marketing Management: C. Anthony Di Benedetto (Temple University), Co-Editor-in-Chief
Journal of Consumer Psychology: Lauren Block (Baruch College), Editor-in-Chief
Asia Pacific Journal of Marketing & Logistics: Ian Phau (Curtin University), Editor-in-Chief
International Journal of Consumer Studies: Justin Paul (University of Puerto Rico), Editor-in-Chief
Journal of Interactive Advertising: Jooyoung Kim (University of Georgia), Editor-in-Chief
Journal of Current Issues and Research in Advertising: Sukki Yoon (Bryant University), Editor-in-Chief
Journal of the Association for Consumer Research: Vicki G. Morwitz (Columbia University), Editor-in-Chief
Journal of Global Fashion Marketing: Eunju Ko (Yonsei University), Editor-in-Chief
Journal of Global Scholars of Marketing Science: Isaac Cheah (Curtin University), Co-Editor-in-Chief
Journal of Global Sport Management: Kihan Kim (Seoul National University), Editor-in-Chief
Spanish Journal of Marketing-ESIC: Carlos Flavian (University of Zaragoza), Editor-in-Chief
Journal of Service Management: Werner H. Kunz (University of Massachusetts Boston), Area Editor in Technology & Digital

6. WORKSHOP

Partial Least Squares Structural Equation Modeling (PLS-SEM) Workshop - Foundations: Instructors: Prof. Dr. Christian M. Ringle, Hamburg University of Technology (TUHH) (Germany), c.ringle@tuhh.de. https://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html. **Prof. Dr. Dr. h.c. Marko Sarstedt,** Ludwig-Maximilians-University Munich (Germany) and Adjunct Research Professor, Babeș-Bolyai-University Cluj (Romania), sarstedt@lmu.de, https://www.en.marketing.bwl.uni-muenchen.de/team/professoren/prof_-dr_-marko-sarstedt/index.html.

7. PROGRAM TRACKS & TRACK CHAIRS

Entrepreneurial Marketing: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, United Kingdom, morganre@cardiff.ac.uk, Tel: +44-29-20-87-00-01. **Dr. Nilay Bıçakcıoğlu-Peynirci,** University of Sussex Business School, University of Sussex, 9SL, Jubilee Building, Falmer, Brighton, BN1 9SN, nilaybicakcioglu@gmail.com, Tel. +44-12-73-60-67-55.

Stakeholder Management: Prof. Dr. Manfred Schwaiger, LMU Munich School of Management, Ludwig-Maximilians-University Munich, Kaulbachstr. 45, 80539 Munich, Germany, schwaiger@lmu.de, Tel: +49-89-2180-5640, Fax: +49-89-2180-5651.

Online Advertising and Marketing of Service Businesses: Prof. Shu-Chuan (Kelly) Chu, College of Communication, DePaul University 1 E. Jackson Blvd. Chicago IL 60604, USA, schu7@depaul.edu, Tel. +1-312-362-7929.

How Can Marketing Address the Big Issues of Our Time: War and Peace, Pandemics, Political Extremism, Climate Change, etc.: Prof. Joseph Sirgy, Virginia Tech, sirgy@vt.edu .

Hospitality and Tourism Marketing: Prof. Alexander Josiassen, Department of Marketing, Copenhagen Business School, Solbjerg Plads, Copenhagen, Denmark, aj.marktg@cbs.dk, Tel: +45-3123-4526. **Dr. Stud. Eva Lang,** Department of Marketing, Copenhagen Business School, Solbjerg Plads, Copenhagen, Denmark, evla18ab@student.cbs.dk, Tel: +45-3123-4529.

The Future of Work – Service Employee-(Ro)bot Collaboration: Prof. Dr. Werner Kunz, Dept. of Marketing, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. **Prof. Dr. Laszlo Sajtos,** Dept. of Marketing, University of Auckland Business School, Sir Owen G Glenn Building, 12 Grafton Road, Auckland, 1010, New Zealand, l.sajtos@auckland.ac.nz, Tel: +64 9923 2724. **Prof. Dr. Carlos Flavián**, Faculty of Economy and Business, University of Zaragoza, Gran Vía 2, 50.005 Zaragoza, Spain cflavian@unizar.es.

Global Marketing Strategy and Decision Making: Dr. Magnus Hultman, Goodman School of Business, Brock University, St. Catharines, ON, L2S 3A1 Canada, mhultman@brocku.ca, Tel: +1 905-688-5550. **Dr. Christina Papadopoulou,** Leeds University Business School, University of Leeds, Leeds, LS2 9JT, United Kingdom, C.Papadopoulou@leeds.ac.uk, Tel: +44 113 343 6321.

Global Perspectives in Business-to-Business Marketing: Prof. Anthony Di Benedetto, Editor of Industrial Marketing Management and Marketing, Professor of Marketing, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA, USA, anthony.dibenedetto@temple.edu. Tel: +1-215-204-8147.

Conversational Marketing – In Search for An Authentic Dialogue with Customers and Other Stakeholders: Prof. Dr. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, KönigswortherPlatz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4560, Fax: +49-511-762-3142.

Marketing in a Social and Virtual Space: Prof. Yung Kyun Choi, Department of Advertising & PR, Dongguk Univ, 26,3 pil-dong, chung gu, seoul 100-715, Korea, choiyung@dgu.edu, TEL: 82-2-2260-3817 FAX: 82-2-2264-3736.

Strategic Issues in Retailing and Distribution Channels: Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahasi@fbc.keio.ac.jp, Tel: +81-

3-5427-1280, Fax: +81-5427-1578, **Prof. Hidesuke Takata,** Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takata@fbc.keio.ac.jp. *The rapid marketing environment changes such as the evolving information technology or the growing awareness of sustainability have much impact on the retailing, shopping behavior, and distribution channels as a whole. This track deals with theoretical and practical research in these fields.*

Luxury Marketing & Branding: Prof. Paurav Shukla, Southampton Business School, University of Southampton, Southampton, United Kingdom, p.v.shukla@soton.ac.uk, Tel: +44 (0)23 8059 8592. **Dr. Veronica Rosendo-Rios,** Faculty of Business, Economics & Law, CUNEF, Madrid, Spain, vrosendo@cunef.edu, Tel. (+34) 91 444 51 61. **Dr. Dina Khalifa,** Cambridge Institute for Sustainability Leadership, University of Cambridge, Cambridge, United Kingdom, dina.khalifa@cisl.cam.ac.uk, Tel: +44 (0)1223 768850.

New Technology and Digital Marketing: Prof. Jeonghye Choi, School of Business, Yonsei University, Seoul, Republic of Korea, jeonghye@yonsei.ac.kr, Tel: +82-2-2122-6575.

The Future of Consumer Experience: Humanity in a Digital World: Brian 't Hart, School of Business, Trinity Western University, 7600 Glover Rd, Langley City, BC V2Y 1Y1, Canada, Email: brian.thart@twu.ca, Tel: 604-513-2121 (ex 3372).

New Paradigms of Luxury Consumption and Sustainable Behavior in a Post-pandemic World: Prof. Aniruddha Pangarkar, Department of Marketing, Austin E. Cofrin School of Business, University of Wisconsin-Green Bay, Green Bay, WI 54311, USA, pangarka@uwgb.edu, Tel: +1 920 930 1995.

Transformative Consumer Research: Associate Professor Crystal Yap, Department of Marketing, Auckland University of Technology, 120 Mayoral Drive, Auckland CBD, Auckland, New Zealand, crystal.yap@aut.ac.nz, Tel: +64 9 921 9999.

Mobile Marketing: Prof. Wolfgang Fritz, Institute of Marketing, Technische Universitaet Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-braunschweig.de, Tel. +49-531-391-3203, Fax +49-531-391-8202. **Ass. Prof. Stefanie Sohn**, The Faculty of Business and Social Sciences, Department of Sociology, Environmental and Business Economics, University of Southern Denmark, Degnevej 14, DK-6705 Esbjerg, sohn@sam.sdu.dk, Tel: +45 65 50 89 13.

Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Transformation: in the 2023 GMC at Seoul for the P&M Award. **Prof. Kyung Hoon Kim**, Provost, VP in Academic Affairs & Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

Digital Marketing and Social Media: Prof. Sue Ryung Chang, Marketing Area, School of Business, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, 03722, Republic of Korea, suechang@yonsei.ac.kr, Tel: +82-2-2123-2499, Fax: +82-2-2123-8639.

Contemporary Issues in International Marketing: Dr. João S. Oliveira, Essex Business School, Southend Campus, University of Essex, Elmer Approach, Southend-On-Sea, SS1 1LW, United Kingdom, joao.oliveira@essex.ac.uk, Tel: +44 (0) 1702328384.

Social, Health and Environmental Change: How Does Marketing Help?: Sharyn Rundle-Thiele, Professor, Department of Marketing, Griffith Business School, Nathan Campus, Griffith University, 170 Kessels Road QLD 4111, Australia, s.rundle-thiele@griffith.edu.au, Tel: +61 (07) 373 56446, Fax: +61 (07) 373 57126. **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel: +82-2-2123-3109.

Cross-cultural and Global Marketing: Prof. Hyewon Cho, Sogang Business School, Sogang University, Matthew Hall, 35 Baekbeom-ro, Mapo-gu, Seoul 04107, Republic of Korea, hyewoncho@sogang.ac.kr, Tel: +82-2-705-4751.

Fashion Marketing- Globalized/De-Globalized?: Dr. Wing-sun Liu, Institute of Textiles and Clothing, The Hong Kong Polytechnic University, Hung Hom, Kln., Hong Kong, tcliuws@polyu.edu.hk, Tel: 852 60711518.

Marketing Education: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, ralf.schellhase@h-da.de, Tel: +49-174-1699491.

Wellness as Global Product: Maria Kniazeva, Professor of Marketing, University of San Diego Knauss School of Business, 5998 Alcala Park, San Diego, 92110, USA, kniazeva@sandiego.edu.

Digital and Technology Driven Marketing: Prof. Juran Kim, Professor of Marking, Dept. of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, jrkim@jj.ac.kr, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Marketing Perspectives in Metaverse, NFT, and Blockchain: Assoc. Prof. Jungkeun Kim, Department of Marketing, Auckland University of Technology, 120 Mayoral Drive, Auckland 1010, New Zealand, jkkim@aut.ac.nz, Tel: +64-9-921-9999. **Ass. Prof. Jooyoung Park**, Peking University HSBC Business School, University Town, Nanshan District Shenzhen, 518055, China, jpark@phbs.pku.edu.cn, Tel: +86-0755-2603-3621. **Ass. Prof. Jihoon Jhang,** College of Business, University of Central Arkansas, COB 312K, Conway, Arkansas, 72035, USA, jjhang@uca.edu, Tel: +1-501-852-2477. **Ass. Prof. Jaehoon Lee,** Department of Marketing & Logistics, Florida International University, 11200 S.W. 8th St., RB 337A, Miami, FL 33199, USA, jaehlee@fiu.edu, Tel: +1- 305-348-3314.

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