Call for Abstracts

2nd Meeting of
AG MARKETING
17th – 18th of August, 2020 (virtual)

Invitation:
We cordially invite abstracts from scholars and practitioners in the field of quantitative marketing!

Purpose:
We are experiencing unusual times and the scientific exchange is currently being hampered in particular by the cancellation of numerous conferences. We want to counteract this as AG MARKETING. In order to strengthen the scientific dialogue, we have therefore decided to let the 2nd meeting of the AG MARKETING take place entirely virtually!

With the help of a videoconferencing system, we will organize sessions where you can present your current research projects. Helpful feedback and thought-provoking impulses can also be provided digitally and facilitate scientific discussions, which are essential for our research!

AG MARKETING invites methodological, theoretical, or empirical papers that aim to contribute to the understanding of quantitative marketing issues. This call is not limited to any specific field of marketing and welcomes quantitative contributions in areas like innovation management, sales management, pricing, advertising, market segmentation, digital marketing, consumer behavior, sustainability marketing, revenue management etc.

Interested researchers are invited to submit an abstract for virtual presentation. Abstracts will undergo a peer-review process. No fee will be charged for this virtual meeting, and all registered attendees may request a “confirmation of attendance” for their organization!

Date:
The working group meeting will be virtually held on Monday, 17th of August, 2020, and Tuesday, 18th of August, 2020.

Publishing options:
All accepted abstracts are published in the journal Archives of Data Science, Series A. Furthermore, accepted presenters for the 2nd Working Group Meeting of AG MARKETING will have the opportunity to submit the final version as a full paper for the journal Archives of Data Science, Series A. Articles must be 10-14 pages using the provided style. Please submit the final paper directly to the journal and obtain the journal’s guidelines for authors: https://www.archivesofdatascience.org/journals/series_a/author-guidelines?c=AgMcaE

Deadline for submissions of full papers: 31st of December, 2020!
Important Deadlines:

- **Abstract submission**: Please submit your abstract (max. 500 words, plain text with 1-3 references) until **17th of July, 2020** via mail to agmark-workshop@tu-clausthal.de
- **Notification about acceptance**: until **24th of July, 2020**
- **Registration**: Please register via mail to agmark-workshop@tu-clausthal.de until **31st of July, 2020**.

We hope that we can accommodate you with this virtual format of the 2nd meeting of the AG MARKETING and look forward to many exciting submissions!

Please feel free to contact us if you have any questions!

Kind regards,
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