



Call for Abstracts

3rd Meeting of
AG MARKETING
7th – 9th of July, 2021 (virtual)

Invitation:

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

Purpose:

We are pleased to announce that the third meeting of AG MARKETING is part of the **DSSV-ECDA 2021** conference (<https://iasc-isi.org/dssv-ecda2021/>) from 7th to 9th of **July 2021** (3:00 p.m. to 7:00 p.m.). Due to the current Corona circumstances and the uncertain situation in summer 2021, the organizers of the DSSV-ECDA 2021 have decided on a **completely digital format** for the conference!

As AG MARKETING, we will exclusively organize invited session(s) as part of DSSV-ECDA 2021 for our members and all interested researchers! AG MARKETING invites methodological, theoretical, or empirical papers that aim to contribute to understanding 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 a virtual presentation. Abstracts will undergo a peer-review process.

Date:

The working group meeting will also take place **virtually** between the 7th and 9th of **July, 2021**. (Detailed information on the exact time slots are coming soon!)

Publishing options:

All accepted abstracts will be published in the journal *Archives of Data Science, Series A*. Furthermore, accepted presenters for the 3rd 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 journal's guidelines. 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

The deadline for full papers is the 31st of December, 2021.

Important Deadlines:

- **Announcement of a talk/abstract:** Please send an email to agmark-workshop@tu-clausthal.de by **14th of April, 2021** if you would like to give a talk at the 3rd meeting of MARKETING AG!
- **Abstract submission:** Please submit your abstract (max. 500 words, plain text with 1-3 references) until **16th of May, 2021** via mail to agmark-workshop@tu-clausthal.de (**Attention:** Please **do not** submit your abstract via the submission system of the DSSV-ECDA 2021 conference, which is only for short presentations that are NOT related to the AG MARKETING!)
- **Notification about acceptance:** until **30th of May, 2021**
- **Registration:** Please register on the DSSV-ECDA 2021 homepage by **5th of June, 2021:** <https://iasc-isi.org/dssv-ecda2021/register-now/>

We hope to accommodate you with this virtual format of the 3rd 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,
Friederike Paetz and Daniel Guhl