



Call for Abstracts

5th Meeting of
AG MARKETING
23rd – 24th of November, 2023 (virtual)

Invitation:

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

Purpose:

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 **Thursday (morning), 23rd of November, 2023, and Friday (afternoon), 24th of November, 2023.**

Publishing options:

All accepted abstracts are published in the journal *Archives of Data Science, Series A*. Furthermore, accepted presenters for the 5th 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

Important Deadlines:

- **Abstract submission:** Please submit your abstract (in English, max. 500 words, plain text with 1-3 references) until **17th of October, 2023** via mail to agmark-workshop@tu-clausthal.de
- **Notification about acceptance:** until **31st of October, 2023**
- **Registration:** Please register via mail to agmark-workshop@tu-clausthal.de until **16th of November, 2023**.

We are looking forward to numerous exciting submissions and many new faces!

If you have any questions, please do not hesitate to contact us!

Kind regards,
Friederike (Paetz) and Raoul (Kübler)