

Call for Submissions for a Special Research Session at 2025 Winter AMA Virtual Conference Focusing on Systematic Literature Review in Consumer Behavior

The Marketing for Higher Education SIG would like to call for submissions for a special research session focusing on “Systematic Literature Review in Consumer Behavior” at the 2025 Winter AMA Virtual Conference on February 10. The deadline for submission to the HigherEd SIG special research session is **December 1, 2024**. Submissions will be reviewed anonymously and the authors will be notified whether their paper will be included in the special session by mid-December. The best paper will receive an award from the HigherEd SIG during the 2025 Winter AMA Virtual Conference.

The overall theme and specific topics of this special session are in line with a forthcoming CFP for a special issue by Journal of Consumer Behaviour, an A-level journal according to ABDC journal rankings. Papers accepted for the special research session must be presented during the 2025 Winter AMA Virtual conference and will be published as extended abstracts in the 2025 Winter AMA conference proceedings.

Dr. Jacqueline Eastman, *Journal of Consumer Behaviour* co-editor, Journal of Consumer Behaviour associate editor will attend the HigherEd SIG special research session and provide feedback to presenting authors at the 2025 Winter AMA Virtual Conference. Moreover, the top papers will be invited for consideration in the special issue of *Journal of Consumer Behaviour*.

Your research can be on any topic related to Systematic Literature Review in Consumer Behavior, including but not limited to the following:

- Internal factors include attitudes, emotions, self-image, personality, persuasion, trust, learning, self-image, perception, etc.
- External factors include values, culture, social influences, demographic characteristics, norms, word-of-mouth, etc.
- Decision process includes search, evaluation, choice, consumption, post-purchase, gift-giving, loyalty, over-consumption, wastage, etc.
- Social issues, including environmental issues, social responsibility, ethical concerns, consumer privacy, anti-consumption, sustainable consumption, etc.
- Web 3.0 and metaverse marketing, including implications, challenges, theories, etc. • Misinformation and fake news, cancel culture, etc.
- Consumer Activism and Consumer Well Being
- Consumer resilience in the face of adversity
- Consumer interactions with technology include smart objects, voice assistants, artificial intelligence, augmented reality, mixed reality, virtual reality, etc.
- Consumer interactions with digital and social media, including digital identity, influencer marketing, online safety, privacy, personalization, etc.

Submissions focusing on systematic literature reviews of consumer behavior constructs and/or theories to propose new theories or extend previous theories from other fields into the consumer behavior realm are highly encouraged.

Eligible submissions must meet the following criteria:

- The first author should be a current doctoral student or a Ph.D. graduating during/after Spring 2023. The cover letter in the submission must include this information.
- The submission must specify how the research contributes to consumer behavior theory and practice.
- One of the co-authors must register, attend, and present the paper at the 2025 Winter AMA Virtual Conference.
- At least the first author must be a member of AMA HigherEd SIG. Joining HigherEd SIG is free for AMA members through <https://www.ama.org/>.

Guideline for submissions:

The format for submissions is identical to the 2025 Winter conference for competitive papers. Specifically:

- Prepare and submit electronic documents in PDF format (with Times New Roman or Calibri, 12 pt. font, 1-inch margins) with the text of up to 4,100 words (approximately six pages) for review; references do not count against the word limit. Authors also have the option of including one table summarizing results and/or one figure (these also do not count against the word limit). [Please note that submissions with text longer than 4,100 words will not be reviewed].
- Submissions must have a title page listing the names/affiliations/complete contact information (such as an address, e-mail address, and phone) of each author, as well as a statement of eligibility (i.e., indicating that the submission meets the requirements listed in this call for submissions).
- For a complete list of details please refer to AMA's submission guidelines for competitive papers.

Please submit your papers to sig.highered@gmail.com and send any questions to the special session cochair, Dr. Brian Taillon at taillonb17@ecu.edu.