

The 2019 La Londe Conference Marketing Communications and Consumer Behavior

La Londe les Maures (French Riviera), June 4 - June 7, 2019

The 46th International Research Conference in Marketing
organized by the Aix-Marseille Graduate School of Management – France



Chairpersons

Maggie Geuens, Ghent University, Belgium, and
Brent McFerran, Simon Fraser University, Canada.

Keynote Speaker

Page Moreau, University of Wisconsin Business School.

Coordinators

Virginie de Barnier, Dean and Professor of Aix-Marseille Graduate School of Management, Aix-Marseille University, France.

Aurélie Kessous, Professor in Marketing, Aix-Marseille University, France.

Fanny Magnoni, Assistant Professor in Marketing, Aix-Marseille University, France.

Topics of Interest

We invite the submission of papers providing theoretical or empirical advances in understanding and/or predicting consumer behavior. In addition to papers with a focus on consumers' responses to marketing communications, we invite papers that provide contribution to understanding all aspects of consumer behavior. Meta-analyses of consumer behavior research are also welcome. All papers will be double-blind peer reviewed.

The Character of the Conference

The conference is held at the Odalys resort located in La Londe les Maures, a village on the French Riviera (department of Var), 26 miles from Saint-Tropez and 48 miles from Nice. It is characterized by a friendly and informal atmosphere of exchange between top-level CB researchers from all over the world.



Outcomes

A number of papers will be invited for publication in a special issue of the *Journal of Business Research*. The *JBR*-specific topic will be “Social Identity and Corporate Social Responsibility”. A non-limitative list of topics of interest for the special issue is:

- Vintage consumption
- Consumers relationships to second-hand brands
- Sustainable luxury consumption
- Alternative consumption
- Sustainable consumption
- Collaborative consumption
- Social and cultural variables influencing reactions to communication
- Consumers from bottom of pyramid
- Moral psychology and prosocial behavior
- Social and interpersonal influences
- Consumers environmental efforts
- Wealth and welfare
- Consumer resistance

The Selection Process – Papers

We call for original papers, written in English. Authors are free to subsequently publish their paper in any journal of their choice.

To present at the conference only (and not be considered for the *JBR* special issue), we invite the submission of a 2500-word extended abstract. The first page should be reserved for the title, the name of the author(s) and the address (including e-mail). The second page should contain only the title, a summary (200 words maximum), and keywords. The extended abstract should follow, and references should follow *JBR* guidelines (details below). Neither the summary, nor the references, count against the 2500 words.

To be considered for publication in the special issue of the *Journal of Business Research*, a full paper is required. Manuscripts may not exceed 25 pages, double spaced, including appendices, tables (within the text), and references (**MS Word not pdf**), 2.5 cm or 1-inch margin on all sides, Times, 12 point font). References should follow the *Journal of Business Research* guidelines (http://cdn.elsevier.com/promis_misc/jbrrequirements.pdf). The first page should be reserved for the title, the name of the author(s) and the address (including e-mail). The second page should contain only the title, a summary (200 words maximum), and keywords.

Selected papers by the chairpersons and the scientific committee will be invited for publication in a special issue of the *Journal of Business research*. Submission for these papers will open on the 7th of June 2019 and be closed on the 1st of September 2019. The expected deadline for final manuscripts is March 2020.

Submitted manuscripts must be sent **no later than 11:59 pm EST December 28, 2018**. Papers will be selected based on two blind reviews (from members of the Scientific Committee and from ad hoc reviewers). Authors will be notified **on or before February 28, 2019** regarding decisions on their manuscripts.

Submission

Authors are invited to transmit their submissions via a conference management interface. The link to this interface is:

<https://openconf.org/lalonde2019/openconf.php>

Contacts

The administrative officer Julie USKI-BILLIEUX will be happy to give you more details about reservations and other practical aspects of the conference. Tel: +33 (0)4 42 28 12 02 - Fax: +33 (0)4 67 18 99 87 E-mail: lalonde@iae-aix.com

Important dates

Deadline for paper submission: December 28, 2018

Notification to the authors: February 28, 2019

Conference Website: <http://www.lalondeconference.org>

