

The 2023 La Londe Conference Consumer Behavior and Marketing Communications

Porquerolles Island (French Riviera), May 30 - June 2, 2023

The 48th International Research Conference in Marketing
organized by the CERGAM Research Center,
Aix-Marseille Graduate School of Management & Toulon IAE– France



Chairpersons

Barbara Briers, University of Antwerp & Ghent University

Ana Valenzuela, Baruch College CUNY & ESADE Barcelona

Bram Van den Bergh, Rotterdam School of Management, Erasmus University
Rotterdam

Keynote Speaker

Marcel Zeelenberg, Tilburg University & VU Amsterdam

Coordinators

Fanny Magnoni, Aix-Marseille University, France

Brigitte Müller, University of Toulon, France

Isabelle Muratore, University of Toulon, 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 a contribution to understanding all aspects of consumer behavior. All papers will be double-blind peer reviewed.

The Character of the Conference

Unlike previous La Londe Conferences, the 2023 conference will take place at the Igesa resort located on the magnificent and car-free Porquerolles Island in the Mediterranean Sea (in front of the city of Hyères, department of Var, 32 miles from Saint-Tropez and 69 miles from Nice). Rich intellectual exchange between top-level CB researchers from all over the world, friendliness and informality are part of the tradition of the event, greatly enhanced by the beautiful setting in a Mediterranean seashore environment.



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. Some papers can be invited for publication in a special issue of the *Journal of Marketing Management* if the authors indicate this.

Original papers might follow into two categories: competitive papers or flash talks papers (shorter presentation time). The flash talks are meant to be shorter presentations to showcase ongoing research. It is aimed at researchers who may be interested in discussing recently launched research projects. Every session will include presentations of three competitive papers (20 minutes) together with two flash talks (5 minutes).

Submission

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

<https://www.openconf.org/LaLondeConference/openconf.php>

To present at the conference, either with a competitive paper or a flash talk paper, we invite the submission of a full paper (maximum 4000 words). This includes everything: the cover / title page with abstract, references, appendix, tables and figures. Any paper exceeding the limit will not be included in the review process. Papers should be 1.5 spaced, Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font), 2.5cm margins at all sides (top, bottom, left, right). 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 the title, a summary (150 words maximum), and 5 keywords. Figures and Tables should be integrated within the text as close as possible to where they are first mentioned. References should follow the *Journal of Marketing Management* guidelines

(<https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=rjmm20>)

We will use the SAME submission guidelines for both papers, but authors can indicate their submission preference (flash, competitive, indifferent) on the submission platform. The program committee will try to take this preference into account, though, depending on the balance of papers in the session this choice will not be binding.

You can submit several papers, but you can only have one paper as the presenting author. So, you can be the non-presenting and non-submitting author of multiple submitted papers. By submitting a paper, the submitting author commits to attending the conference and presenting the paper, if the paper is accepted.

Manuscripts must be submitted **no later than January 2, 2023**. Papers will be selected based on two blind reviews. Authors will be notified **before March 10, 2023** regarding decisions on their manuscripts.

Outcomes

Authors of accepted papers can indicate whether they would like to submit their work for a special issue of the *Journal of Marketing Management*. The *JMM*-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

Only selected papers can be invited for publication in a special issue of the JMM. Submission for these papers will be closed on November 2023. The expected deadline for final manuscripts is 2025.

Contacts

The administrative officer Fabienne PAUL will be happy to give you more details about reservations and other practical aspects of the conference.

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Important dates

Deadline for paper submission: January 2, 2023

Notification to the authors: March 10, 2023

La Londe Conference:

<https://iae-aix.univ-amu.fr/fr/faculte-recherche/conference-la-londe>

