



CALL FOR PAPERS

20th International Conference of the Tunisian Marketing Association

**Rethinking marketing for a better future:
Towards a reinvestigation of strategies, practices and concepts**

October 20 & 21, 2023 – Hammamet, Tunisia

Submission deadline: April 25, 2023



The international conference of the Tunisian Marketing Association (ATM), is an annual meeting bringing together researchers and marketing practitioners in order to discuss current issues for fruitful scientific and managerial exchanges. The conference will take place on October 20 - 21, 2023 in Hammamet and is organized by the laboratory LARIME (Interdisciplinary Research Laboratory on the Mutations of Economies and Enterprises) of the Ecole Supérieure des Sciences Economiques et Commerciales de Tunis and Institut Supérieur de Gestion de Tunis, University of Tunis.

Conference theme

The 20th edition of the ATM symposium will be held on the theme: "**Rethinking marketing for a better future? Towards a reinvestigation of strategies, practices and concepts**".

The role and the contribution of marketing to society and markets are being challenged today by the various changes in the social, technological, economic and natural environment. These rapid changes deeply impact markets, consumption behaviors and marketing strategies. Digitalization is disrupting production and consumption models, markets' structures, and company business models. The ecological crisis and the natural resource depletion call into question the practices of the contemporary consumption society and call for a paradigm shift. Globalization, the growth of social inequalities, migratory flows, social exclusion, poverty, and diverse economic and health crises shed light on the importance of the human factor in all managerial and marketing processes.

How can marketing research meet these changes? What role can it play in today's and tomorrow's society? How can it contribute to the rethinking of the marketing practices and strategies in order to enhance business sustainable development as well as individual and collective well-being?

Rooted in different economic, cultural and technological contexts, this conference is open to researchers and marketing practitioners to exchange different points of views about the evolution of marketing and its perspectives in a changing environment.

Suggested themes include:

- *Technological changes and new challenges for marketing, markets and consumers*: artificial intelligence, transhumanism, augmented/virtual reality, impact of social networks, digitalization and new consumer rituals, the digital outcasts, etc.
- *Environmental changes and societal responsibility*: sustainable consumption / production, alternative consumption models (food, fashion, tourism, slow life, etc.), activism and boycott, second hand markets, sustainable communication and branding, etc.
- *Socio-cultural changes, inclusion/exclusion and well-being*: globalization and local consumption, immigration and aspirational cultural models, generational consumption models, consumers' vulnerability, etc.
- *Economic models, markets and consumption changes*: marketing and the challenges of economic sobriety and shrinking markets, marketing in subsistence markets, changing consumption patterns in emerging countries, etc.
- *Marketing in crisis situations*: health crisis, food crisis, purchasing power crisis, wars and political crises, social values crisis.

- *Towards a re-conceptualization of marketing*: How can marketing evolve to meet these rapidly changing challenges? How can it contribute building a better future for consumers and companies? What changes are needed in marketing practices and strategies to move toward virtuous marketing?

The above list of themes is not exhaustive. Other innovative and original topics are welcomed to enrich the debates.

Papers submission guidelines

Authors should submit their proposals in one of the following submission formats:

- Specific research with an empirical application.
- Literature review related to an innovative specific theme.
- Methodological or pedagogical papers.
- Conceptual papers.

All submitted manuscripts undergo a double blind peer-review process. They will be evaluated according to their originality, methodological rigor and their accordance with the conference themes.

Authors guidelines

- Papers submitted may be written in French or in English.
- The paper should not exceed **7 single spaced pages**, 12 points Times New Roman, 2.5 cm margins, excluding the cover (title) page, bibliography and appendices. The document should be in Word format.
- The submitted paper **should not include the author(s) name(s) or contact information** on the first page. The text as a whole must not allow authors to be identified. Names and affiliation will be added to the final version of the paper once accepted

It is important to follow the file template (style sheet) specifying the format of manuscripts and the standards for the references. Download the file template in the link below:

[Template file for papers ATM 2023](#)

Submission

Papers must be submitted **on the platform**: <https://atm2023.sciencesconf.org/> in the "My deposits" section.

It is necessary to first register on the platform to access the "My deposits" section (those who already have a sciencesconf account can use it). A submission guide is provided in the "Submission of papers" section of the conference website.

Doctoral Workshop

A doctoral workshop will be devoted to the presentation of doctoral work in progress. Doctoral students at an intermediate work progress stage will benefit from the feedback of the researchers attending the conference. To do so, they must send a summary document of the progress of their thesis of **8 pages maximum**, single spaced, 12 point Times New Roman font, 2.5 cm margins, **(including title page and bibliography)**.

The document should be structured as follows:

(1) Presentation of the thesis topic/research questions, (2) Justification of the academic and the managerial interest of the topic, (3) Theoretical framework and main concepts, (4) Main methodological choices (4) Conceptual research model, (6) Thesis stage and main results (7) Main questions and major challengers to overcome.

The thesis progress summary document should be submitted within the same deadline as for papers. It should be presented in the format style indicated in the template. Click here :

[Template file for Doctoral workshop ATM 2023](#) to download the template

Thesis progress summaries should be sent to the following mail address:

atmcolloque2023@gmail.com

Best paper award

The Scientific Committee will award two prizes:

1. The best paper prize, in partnership with Sphinx. It will be awarded according to the originality of the topic, the research design and its alignment with the conference theme
2. The best managerial contribution in terms of impact on the professional and the social world prize in partnership with Institut El Amouri.

Calendar

Submission opening: March 1st, 2023

Submission deadline: April 25, 2023

Notification of the decision: July 15th, 2023

Final submissions: August 1st, 2023

Conference date: October 20-21, 2023

Information and contact

Conference website: <https://atm2023.sciencesconf.org/>

Contact: atmcolloque2023@gmail.com

Organizing Committee

Conference chair: Fatma Smaoui (ISG Tunis, LARIME, University of Tunis)

Hager Turki
Azza Temessek-Behi
Sana Tebessi
Fatma Choura
Amira Trabelsi
Hechemi Najjar
Sawssen Lakhdar
Chaker Najjar
Soumaya Merseni
Imen Touati
Asma Baazaoui
Ichraf Dimassi
Montasser Agrebi
Farah Zargouni
Amal Makni

Scientific Committee

Faouzi Dkhil: President of the Tunisian Marketing Association (FSEGT, University of Tunis El Manar)
Fatma Smaoui: Conference chair (ISG, University of Tunis)

Abbes Intissar, IHEC Carthage
Akrouf Fathi, FSEG Sfax
Askegaard Søren, South Denmark University
Bahia Kamilia, FSEG Tunis
Bahri Nedra, IHEC Carthage
Bakini Driss Fatma, ISG Tunis
Belaid Samy, EM Normandie
Belisle Deny, École de Gestion, Université de Sherbrooke
Bellalouna Hager, ESC Tunis
Ben Dahmene Mouelhi Norchene, IHEC Carthage
Ben Mansour Kaouthar, ESC Tunis
Ben Miled Cherif Héla, Université Paris 1 Panthéon-Sorbonne
Ben Mimoun Mohamed Slim, Qatar University
Ben Nasr Imed, Excelia La Rochelle Business School
Ben Slimene Karim, ISC Paris
Ben Yahia Imen, ESC Tunis
Boudali Methamem Rim, IHEC Carthage
Bouzlama Néji, FSEG Tunis
Bouzaabia Rim, IHEC Sousse
Chaabouni Amel, ESSEC Tunis
Chakor Abdellatif, Université Mohamed V, Rabat
Chouk Ines, Cergy Paris Université
Cheikhrouhou Soumaya, École de Gestion, Université de Sherbrooke

Daghfous Naoufel, Université du Quebec à Montreal (UQAM)
 Dammak Turki Mouna, FSEG Sfax
 Debabi Mohsen, IHEC Carthage
 Dellach Debabi Dorsaf, IHEC Carthage
 Diallo Mbaye Fall, Université de Lille
 Diop Fatou, ESP, Université Cheikh Anta Diop, Dakar
 Djelassi Souad, Université de Lille
 El Aoud Hadj Taieb Nibrass, IHEC Sfax
 El Fidha Chokri, ESSEC Tunis
 François-Lecompte Agnès, Université Bretagne Sud
 Frikha Azza, ESC Tunis.
 Gharbi Jameleddine, FSEG Jendouba
 Hammouda Manel, EDC Paris Business School
 Hamrouni Dakkoui Amel, ISG Sousse
 Hamzaoui Essoussi Leila, Ottawa university
 Jazi Salima, ENCG, Settat, Morocco
 Jallouli Rim, ESEN Tunis
 Khemakhem Romdhane, IHEC Sfax
 Khrouf Lilia, ESC Tunis
 Kooli Kaouther, Bournemouth University Business School
 Mzali Hassen, IHEC Carthage
 Mzoughi Nabil, Dar Al Uloom University, Riyadh
 Moscarola Jean, Université de Savoie
 Najjar Faouzi, College of Business Administration, North Border University, KSA
 Nasri Wadie, ISG Gabes
 Nefzi Ayoub, University of Jeddah
 Raies Karine, EM Lyon
 Saied Ben Rached Kaouther, FSEG Tunis
 Selmi Nouredine, IHEC Carthage
 Skandrani Hamida, ISCAE Tunis
 Souiden Nizar, Laval University
 Taboubi Sihem, HEC Montréal
 Temessek-Behi Azza, IHEC Carthage
 Touzani Mourad, Neoma Business School
 Trabelsi Trigui Imene, FSEG Sfax
 Trinquecoste Jean-François, Université de Bordeaux
 Turki Hajer, IHEC Carthage
 Zaiem Imed, FSEG Nabeul
 Zaoui Ishraf, INSEEC, Lyon
 Zine-Denguir Samira IHEC Carthage

Note: The list of the members of the scientific committee may be extended.

