



**CALL FOR PAPERS**

**20th International Conference of the Tunisian  
Marketing Association**

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

**October 20 & 21, 2023 – Hammamet, Tunisia**

**Extended submission deadline: May 10, 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 symposium will be held 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 ESSECT and Institut Supérieur de Gestion, 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 influence 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 will be 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.

## **Submission guidelines**

### ***Submission formats for papers***

The ATM conference is devoted to the presentation and the discussion of different 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 pt Times New Roman, 2.5 cm margins, excluding the cover 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 you 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 of papers***

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" area (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. Doctoral students who wish to present their work progress must send a thesis progress summary document of **8 pages maximum**, single-spaced, Times new Roman 12, 2.5 margin, (**including the cover 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 statue and main results (7) Main questions and major difficulties to be 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 file below:

[Template file for Doctoral workshop ATM 2023](#)

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

[atmcolloque2023@gmail.com](mailto:atmcolloque2023@gmail.com)

## Best paper award

The Scientific Committee will award two prizes:

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

## The calendar

Submission opening: March 1<sup>st</sup>, 2023

~~Submission deadline: April 25, 2023~~

**Extended submission deadline: 10 May, 2023**

Notification of the decision: July 15, 2023

Deadline for receipt of final submissions: August 1<sup>st</sup>, 2023

Conference date: October 20-21, 2023

## Information and contact

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

Contact: [atmcolloque2023@gmail.com](mailto:atmcolloque2023@gmail.com)

## Organizing Committee

**Conference chair: Fatma Smaoui (ISG, 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 Denis, École de Gestion, Université de Sherbrook  
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, Excelsia 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 Sherbrook

Daghfous Naoufel, Université du Quebec à Montreal  
 Dammak Turki Mouna, FSEG Sfax  
 Debabi Mohsen, IHEC, Carthage  
 Dellach Debabi Dorsaf, IHEC Carthage  
 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  
 Fall Diallo Mbaye, Université de Lille  
 François-Lecompte Agnès, Université Bretagne Sud  
 Frikha Azza, ESC Tunis.  
 Gharbi Jameleddine, FSEG Jendouba  
 Hammouda Manel, Université Côte d'Azur  
 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.*

