



Call for Papers

SIM Affiliate Workshop & Special Issue of the Italian Journal of Marketing

**Covid-19 and Marketing Research in Italy.  
Contributions to theories, methods, and practices**

October 16, 2020 (digital workshop, local site - if any - still TBD)

**Keynote speaker: Daniele Fornari (Università Cattolica, REM Lab)**

**Awaiting for the 17th SIM Conference (LIUC – Università Cattaneo, October 29-30, 2020).** While preparing for the Annual Meeting to be held in Varese next fall, together with SIM we organize this workshop to welcome papers and projects about Covid-19 effects on marketing theory, methods, and practices.

Marketing and many other disciplines are experiencing a period of rapid change; with Covid-19 spreading throughout the world, they are also confronting new challenges. This global threat affects different countries in different ways, at different times, and with different outcomes. We find ourselves in a dramatic situation, in which we should – first of all – empathize with the victims of this plague and with those taking care of them.

In addition, as academics and researchers, we have a professional duty to consider how our discipline could and should evolve to cope with this extraordinary situation. Ultimately, we should provide suggestions, resources, and services to facilitate the world's gradual recovery. We owe this effort to our students, our academic institutions, and the wider audience who could benefit from our research: companies and their employees, public agencies, etc.

Moreover, given that ITJM is the official journal of Società Italiana Marketing (SIM), the Editorial Board, staff, and those involved in the journal's management have a very strong desire to devote special attention to institutional duties.

Covid-19 challenges several aspects of marketing research: are extant theories also adequate in times of a pandemic? Do we need to adapt our framework for future research? Can we employ traditional research methods or do we have to reshape our data collection protocols? Do professional practices still hold? Do we need to change our market orientation, marketing concept, strategies, and tactics? Most importantly, can we return to the pre-Covid-19 situation? What are the most important changes in consumer and organizational buying and consumption behaviors with Covid-19? What main (marketing-related) changes will we face in the near or medium-term future?

The Covid-19 crisis affects several marketing aspects, which can be summarized with reference to the SIM thematic groups. This means that we welcome papers from:

- International Marketing
- Consumer Behavior
- Marketing Communication & Branding
- B2B Marketing & Supply Chain Management
- Retailing & Channel Management

- Tourism, Culture, & Arts Marketing
- Technology & Innovation Marketing
- Digital Marketing
- Sustainable Marketing
- Services Marketing

This workshop will discuss if and how marketing theories, methods, and practices could or should change and the implications of this for research, teaching, and professional practices. This call for papers solicits theoretical, methodological, and empirical contributions.

We welcome papers from academic and professional researchers. A special track will be organized for papers co-authored by academics and professionals (managers and consultants with managerial responsibilities in any industry).

#### **Keynote speaker**

**Daniele Fornari** (Università Cattolica, REM Lab)

#### **Submissions and Special Issue**

Scholars who wish to present a paper at the workshop are invited to submit an extended abstract of 750-1000 words to the Organizing Committee (see below) no later than **July 30, 2020**. Authors will be notified if their abstract has been accepted by the end of **August, 2020**.

ITJM will announce a call for papers for a special issue on this topic in due course. The workshop is aimed at stimulating interest in the special issue, sparking intellectual exchange on the topic, and providing feedback to prospective authors who may consider contributing to the special issue.

#### **Program**

The academic program will start at 9:00 AM and end at 5:00 PM. In the first part of the workshop, Daniele Fornari will introduce the subject. Thereafter, depending on the number of submissions, one or more sessions will be organized to discuss the accepted papers. Professionals will be invited to join the Workshop as discussants (more information will be available in due time).

#### **Registration**

There are no conference fees for SIM members. Participants should register no later than **October 1, 2020** by sending an email to the Committee

#### **Organizing Committee**

**Daniele Dalli**, University of Pisa, Italy (daniele.dalli@unipi.it)

**Marco Galvagno**, University of Catania (marco.galvagno@unict.it)

**Giuseppe Pedeliento**, University of Bergamo (giuseppe.pedeliento@unibg.it)

#### **Other Information**

For more information please contact: TBD

Workshop Facebook page: TBD

Workshop LinkedIn page: TBD