**Asia Pacific Marketing Academy Annual Conference (APMA 2023)**

Theme: Marketing Theory and Practice Innovations in the Digital Era

Call for Papers

Conference Date: September 22-24, 2023 (China Time)

Organizers: School of Business, Sun Yat-sen University; Faculty of Business Administration, University of Macau

Venue: School of Business, Sun Yat-sen University, No. 135, Xingang Road, Guangzhou, China

In recent years, digital technologies have brought about transformative changes in marketing practices for various organizations, as well as in the consumption patterns of individuals. On the one hand, the Asia-Pacific region has witnessed innovative marketing practices underpinned by digital technology, resulting in the emergence of distinctive regional characteristics and globally applicable marketing principles. On the other hand, people have actively adopted new digital technologies in various aspects of life, including shopping, consumption, entertainment, and learning, leading to novel trends in consumer behavior that continue to evolve.

What scientific principles underlie the cutting-edge digital marketing practices in the Asia-Pacific region? What common features can be identified in the diverse marketing innovations in the region? How can the Asia-Pacific region further advance the integration of marketing theory and practice in the new era?

In the digital era, what new trends have emerged in consumer behavior in the Asia-Pacific region? How can the diverse characteristics of these trends be described? What are the common features among the diversity? What patterns govern consumer behavior in the digital era? How do the long-standing cultural traditions of consumption in the region contribute to individual satisfaction and well-being in the current transformative world?

The Asia-Pacific Marketing Academy Annual Conference (APMA) primarily targets the Asia-Pacific region, aiming to explore regionally distinctive and globally shared operating principles by investigating diverse marketing and consumer behavior practices in Asia-Pacific market during the digital era. Through this exploration, APMA seeks to contribute Asia-Pacific wisdom to the global innovation of marketing theory and practice.

The 2023 Asia-Pacific Marketing Academy Annual Conference (APMA) is co-hosted by Sun Yat-sen University and the University of Macau, with the theme "Marketing Theory and Practice Innovations in the Digital Era." The conference program includes regular academic sessions, doctoral and young scholar forums, and industry-academia collaboration forums. This year's industry-academia collaboration forum is jointly organized by the APMA and CMAU（Chinese Marketing Universities Association）. The APMA Organizing Committee has already planned for the 2024 and 2025 conference to be hosted by the City University of Hong Kong and the Chinese University of Hong Kong respectively, with the preliminary location set in Hong Kong, China.

The Asia-Pacific Marketing Academy Annual Conference (APMA) was founded by the Guangdong-Hong Kong-Macao University Marketing Alliance in 2023. The alliance aims to promote international academic exchange and cooperation in the field of marketing, serving as a crucial global bridge connecting China with the world.

## 1.The organization and operation of the Asia-Pacific Marketing Academy Annual Conference (APMA)

**Honorary Chair of the 2023 Asia-Pacific Marketing Academy Annual Conference (APMA):**

Junsheng ZHANG, School of Business, Sun Yat-sen University, Guangzhou, China

Wei GE, Faculty of Business Administration, University of Macau, Macau, China

Guoqun FU, Guanghua School of Management, Peking University, Beijing, China

**Co-Chairs of the 2023 Asia-Pacific Marketing Academy Annual Conference (APMA)：**

Haizhong WANG, School of Business, Sun Yat-sen University, Guangzhou, China

Michael King Man HUI, Faculty of Business Administration, University of Macau, Macau, China

**International Cooperation Promotion Committee of the 2023 APMA Conference:**

Juan Julie LI, City University of Hong Kong, Hong Kong, China

Danny Tan WANG, School of Business, Hong Kong Baptist University, Hong Kong, China

**Paper Review Committee of the 2023 APMA Conference：**

Echo Wen WAN, HKU Business School, University of Hong Kong, Hong Kong, China

Tak Zhongqiang HUANG, HKU Business School, University of Hong Kong, Hong Kong, China

**Doctoral & Young Scholar consortium Committee of the 2023 APMA Conference：**

Jessica Yuk-Yee KWONG, Business School, Chinese University of Hong Kong

Xianchi DAI, Business School, Chinese University of Hong Kong

Huaxiao SHEN, School of Business, Sun Yat-sen University, Guangzhou, China

**Industry-Academia Collaboration Promotion Committee of the 2023 APMA Conference：**

Zuohao HU, SEM, Tsinghua University, Beijing, China

Ming CHEN, School of Business Administration, South China University of Technology, Guangzhou, China

Guicheng SHI, School of Business, Macau University of Science and Technology, Macau, China

Zhiming ZHOU, College of Management, Shenzhen University, Shenzhen, China

Jianping LIANG, School of Business, Sun Yat-sen University, Guangzhou, China

Jintao WU, School of Business, Sun Yat-sen University, Guangzhou, China

Clement Siu Fung CHOW, Faculty of Business Administration, University of Macau, Macau, China

## 2. Asia Pacific Marketing Academy Annual Conference （APMA）2023 Paper Submission

The 2023 Asia-Pacific Marketing Academy Annual Conference accepts two types of paper submissions: full papers and extended abstracts.

All submissions should be written in English and follow the format of Journal of Marketing.

The conference features both regular academic sessions and doctoral & young scholar consortium. Authors must select one of these categories when submitting their papers. For papers submitting to doctoral & young scholar consortium, a doctoral student should be the leading author. The doctoral student should not expect to graduate before the conference commences.

For papers accepted to regular academic sessions, one of the authors should register and present the paper. For papers accepted to doctoral & young scholar consortium, the leading author (a doctoral student) should register and present the paper. All papers should be presented in English.

Papers submitted to regular sessions or doctoral & young scholar consortium must categorize their paper using the cover page provided (see Attachment 2). The following six categories are available for selection:

A. Consumer Behavior

B. Marketing Models

C. Marketing Strategy

D. Consumer Behavior + Marketing Models

E. Consumer Behavior + Marketing Strategy

F. Marketing Models + Marketing Strategy

When submitting an extended abstract paper, the paper’s abstract should be no more than 1000 words. The abstract must clearly articulate the following aspects in English:

• Research Objective

• Research Design/Methodology

• Research Findings

• Theoretical Contributions

• Practical Applications

Please submit the papers (both Word and PDF version are accepted), along with the cover page, to Dr. Ruikai Sam ZHOU, email address: [apmapaper@foxmail.com](mailto:apmapaper@foxmail.com)

The conference will award three best conference papers and three best doctoral forum papers. Those wishing to compete for the best paper awards must submit full papers. Extended abstracts will not be considered for awards.

## 3. Important Dates for Asia Pacific Marketing Academy Annual Conference （APMA）2023

Conference Dates: September 22-24, 2023 (China Time)

Deadline for Paper and Extended Abstract Submission: July 20, 2023 (China Time)

Conference Early Registration Deadline: August 5, 2023 (China Time)

Conference Regular Registration Deadline: August 10, 2023 (China Time)

## 4. Conference Registration

## Registration Fee：

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| --- | --- | --- | --- | --- |
|  | Early Registration Fee  （By August 5, 2023,China Time) | | Regular Registration Fee  (By August 10, 2023,China Time) | |
| Full-time student | 1500 （RMB） | 260（USD） | 1800 （RMB） | 300（USD） |
| Other participant | 2000 （RMB） | 300（USD） | 2500 （RMB） | 400（USD） |

When registering, please complete the registration form (see Attachment 3) and send it to the conference organizing committee, Dr. Ruikai Sam ZHOU, email: apmapaper@foxmail.com

## 5. Hotel Reservations and Conference Contact

Hotel Accommodation Reservations:

1. Sun Yat-sen University Kaifeng Hotel (Guangzhou Zhongda Kaifeng Xueren Guan), Reservation phone number: 86-20-89222888, Address: No. 588 East Binjiang Road, Haizhu District, Guangzhou (inside university campus);

2. New Pearl River Hotel, Reservation phone number: 86-20-34255335, Address: No. 795 East Binjiang Road, Haizhu District, Guangzhou (about a 12-minute walk from the conference venue at the School of Business, Sun Yat-sen University).

If you have any inquiries regarding the APMA2023 Annual Conference, please consult the staff of the conference organizing committee:

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