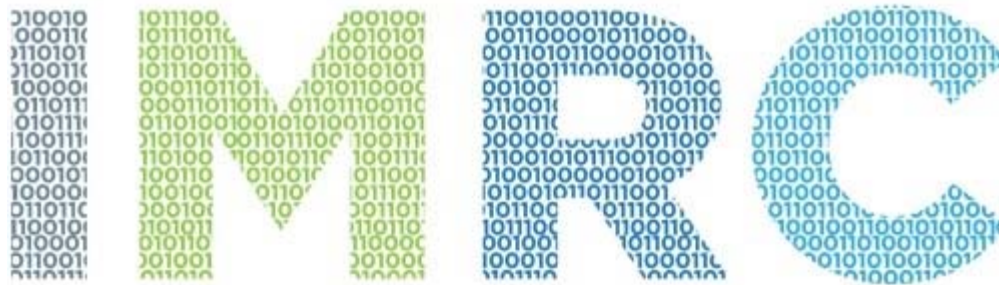


# MARKETING EDGE



## INTERACTIVE MARKETING RESEARCH CONFERENCE

Mays Business School |

Texas A&M University

March 27-29, 2019

Proposal Deadline: October 15, 2018

[IMResearchConference.org](http://IMResearchConference.org) | [#2019IMRC](https://twitter.com/2019IMRC)

It is the best of times and the worst of times for interactive marketing. With the explosion of shopper data and the rapid ascent of mobile marketing, machine learning, virtual reality, augmented reality, internet of things, gaming, and artificial intelligence, there has never been a more exciting time to be in interactive marketing. At the same time, many markets are being disrupted and uncertainty looms over how interactive marketing is being reshaped.

The second **Interactive Marketing Research Conference** will build on the strong start by the inaugural conference to be the premier conference for digital and direct marketing and a unique event of interest to all researchers. The conference is further intended to support the *Journal of Interactive Marketing*, and to promote high-quality research in interactive marketing. Toward these ends, the event will feature selected research presentations by leading academics together with key leading digital marketing practitioners working at the frontiers of interactive marketing. The IMRC program committee invites interactive marketing researchers to send their best research for presentation consideration to [IMRC2019@mays.tamu.edu](mailto:IMRC2019@mays.tamu.edu).

### SUBMISSION GUIDELINES

Research submissions should be in the form of slides. The slide deck should contain no more than 10 PowerPoint slides and must include the following:

- 1. Audience & Motivation:** What is your research motivation? What problem are you solving? In the first 1 to 2 slides, clearly establish the research motivation, research questions, and identify your target audience.
- 2. Impact:** What is (are) your finding(s) and what change in behavior do they imply? In the next 1 to 2 slides, describe the before-and-after scenario, including the effect size in layman's terms.
- 3. Method:** Why are your findings valid? In the next 3 to 5 slides, briefly describe your methods and limitations/generalizability.

**4. Interactive Marketing Practice:** On the last slide, clearly describe how your research informs interactive marketing practice.

A program committee of experts will select the accepted submissions that will be presented at the conference.

**KEY DATES**

- Submission deadline: *October 15, 2018*
- Acceptance Notification: *November 15, 2018*
- Event: *March 27-29, 2019*

**VENUE**

- Texas A&M University, Houston, TX

**CHAIR**

- Venky Shankar, Texas A&M University

**PROGRAM COMMITTEE**

- Venky Shankar, Texas A&M University
- Charles Hofacker, Florida State University
- Mirella Kleijnen, Vrije Universiteit Amsterdam
- Brian Ratchford, University of Texas at Dallas

**SPONSORSHIP**

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- Marketing EDGE
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For additional sponsorship opportunities, contact Marie Adolphe at [MAadolphe@marketingEDGE.org](mailto:MAadolphe@marketingEDGE.org).