

## CALL FOR SUBMISSIONS

**2018 Theory + Practice in Marketing Conference**  
**UCLA Anderson School, May 16-18, 2018**

*Conference Co-Chairs: Randy Bucklin, Don Lehmann, Sunil Gupta, Bernd Schmitt*

We are pleased to invite submissions to the 8<sup>th</sup> **Theory + Practice of Marketing (TPM) Conference at the UCLA Anderson School**. The previous seven TPM Conferences were successfully hosted by the Columbia Business School, the Harvard Business School, the London Business School, the Kellogg School at Northwestern, the Robinson College at Georgia State University, Texas A & M University, and the Darden School at the University of Virginia.

The motivation underlying the TPM Conference is the belief that marketing academia can earn a strong and enviable position in business schools by addressing substantive problems with broad relevance. This quest for relevance can supplement the search for rigor by showcasing research that focuses on substantive business problems and is supported by a sound methodology. Research that uses any methodology -- qualitative, experiments, surveys, observational data, structural models, and analytical models to name a few -- is welcome. The emphasis of research should be on stakeholder relevance, substantive impact, and broad implications for practice. We encourage you to submit your most impactful research for presentation at the TPM Conference.

Submissions should be no more than 10 PowerPoint slides (in reasonable type size) and include the following:

1. **Audience and Motivation:** What is your research motivation? Whose problem are you solving? In the first one to two slides, clearly establish the research motivation and identify a target audience and the issue they're grappling with.
2. **Results:** In the next one to two slides, describe the principle findings in words.
3. **Method:** In the next three to five slides, briefly describe your methods, specific numerical results, and limitations/generalizability.
4. **Linking Theory to Practice:** On the last slide, clearly describe how your research links marketing theory to practice.

Remember that the audience is not purely academic, so your slides and presentation need to be easily understood by both scholars and managers.

A committee of experts will select the accepted submissions to be presented at the conference. Judging from previous years' conferences, selection is highly competitive.

Submission deadline: **March 1, 2018**

**Please email your slides before the deadline to: [TPM@anderson.ucla.edu](mailto:TPM@anderson.ucla.edu)**

We are delighted to announce that the *Journal of Marketing Research (JMR)* is collaborating with TPM on a special section to include manuscripts based on accepted submissions to the conference. The hope and goal for this special section is to publish manuscripts that have a high degree of relevance for stakeholders such as managers, policy makers, and business leaders. With no methodological or thematic constraints, we seek manuscripts with a diversity of methodological foci and a high level of rigor. Authors of submissions accepted for the conference may submit their manuscripts for this special section of JMR by the deadline mentioned below. All manuscripts submitted to JMR will undergo a regular review process. Consistent with JMR policy, the Journal will not consider manuscripts for the TPM special section in the Journal that have been previously rejected at JMR.

For any inquiries regarding the TPM Conference 2018, please email Riana Hull at [TPM@anderson.ucla.edu](mailto:TPM@anderson.ucla.edu).

For more details about the conference please visit the link below:

<http://www.anderson.ucla.edu/centers/morrison-center-for-marketing-and-data-analytics/conferences-and-events/tpm-conference>

### **Key Dates & Timelines**

Submission Deadline: March 1, 2018

Decision on Conference Submissions: April 2, 2018

Conference Early Bird Registration Deadline: April 16, 2018

Conference Dates: May 16-18, 2018

JMR Submission Deadline: 01 October 2018