

**CALL FOR PAPERS**  
**2016 World Marketing Congress**  
**July 19-23, Paris, France**

**Track “Marketing in Emerging Markets”**

Co-Chairs: Gregory Kivenzor and Altaf Merchant

You are cordially invited to submit your research paper and/or special session proposal for this track in a PDF format via the 2016 WMC site on EasyChair (activated on August 1, 2015).

Suggested topics for this track relate to marketer challenges and opportunities associated with emerging markets (EMs):

- peculiarities of the B2B and B2C marketing environment in EMs
- comparison among consumers in emerging and developed markets
- branding in EMs
- consumer behavior/advertising issues in EMs
- retailing/distribution challenges in EMs
- Free Trade issues and opportunities in EMs
- cross-cultural and multicultural marketing in EMs
- cultural issues and their effect on marketing successes and failures
- marketing to the growing middle-class
- marketing to consumers in the bottom of the pyramid
- marketing luxury products in EMs
- marketing effects on ethics, sustainable practices and CSR
- competition between MNCs and local players in EMs
- SMEs in EMs
- firms from EMs entering developed markets
- teaching marketing disciplines in EMs.

This list is neither comprehensive nor exclusive, other EM related topics will be considered.

Track co-Chairs foresee the use of different session formats: competitive paper presentations, panel discussions, poster sessions, etc. General requirements are listed in the AMS Call for Papers: <http://tinyurl.com/oqp2hu2>.

If you have any questions, please contact track co-Chairs:

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**Note: Co-Chairs are in a dialog with publishers to explore opportunities to publish full academic research papers presented at the “Marketing in Emerging Markets” track in a book.**