CALL FOR PAPERS

INTERNATIONAL MARKETING REVIEW (IMR)
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IMR AIB 2020 Paper Development Workshop

About IMR

International Marketing Review (IMR) is a journal that has, as its core remit, the goal of publishing research that pushes back the boundaries of international marketing knowledge. IMR does this by publishing novel research ideas, and by publishing papers that add substance to, question the basic assumptions of, reframe, or otherwise shape what we think we know within in the international marketing field. IMR is pluralistic, publishing papers that are conceptual, quantitative-empirical, or qualitative-empirical. IMR aims to be a journal that recognizes great papers and great research ideas and works hard with authors to nurture those ideas through to publication. IMR aims to be proactive in developing the research agenda in international marketing, by identifying critical research issues, and promoting research within those areas.

About the Paper development workshop (PDW)

IMR offers a paper development workshop (PDW) in connection with the AIB Annual meeting in Miami. The purpose of the PWD is to provide scholars with developmental feedback and guidance on their current papers and research projects in international marketing domain. Papers will be streamed into two different sections, depending on their stage of development. a) Papers that are nearing submission to IMR or other leading international marketing journals and, as such, already well advanced or in full draft form; b) Papers that are still at an early or advanced idea stage, or essentially still not complete in terms of methodology or without result, discussion, and implications section. While we hope that many participating papers would eventually be submitted to IMR, all papers which fit into the premises of international marketing are welcome. The PDW is open to all scholars, but preference will be given to early career academics.

Organization of the PDW

During the workshop, mentors will provide feedback to participants as to how they can further develop their papers. The workshop will also include a panel discussion on tips for preparing their manuscript for publication in IMR and other journals that solicit international marketing topics.

PDW facilitators

- Olli Kuivalainen, Associate Editor IMR, LUT University & University of Manchester, olli.kuivalainen@lut.fi, www.research.manchester.ac.uk/portal/olli.kuivalainen.html
- Rudolf Sinkovics, Member of IMR editorial board, Consulting editor international marketing for JWB, The University of Auckland, NZ, Rudolf.Sinkovics@auckland.ac.nz, www.sinkovics.com/rudolf

Guidelines for submissions

The deadline for submitting a paper is February 28, 2020. Papers should be submitted via the AIB Conference Website. Once on the website choose the IMR Paper Development Workshop. Papers can be submitted in any formatting style and length; however, they should be in English. Please note that each participant may submit only one manuscript for the PDW. The cover page of the submission should include all authors' names, e-mails, and affiliations.

A competitive selection process will decide which papers will be included in the PDW. By submitting a paper, at least one of the paper's authors commits to participate in the PDW if the application is accepted. Manuscripts will be selected based on the suitability for IMR and quality of their submitted work. Accepted participants will be required to confirm their participation by March 31, 2020.

NOTE: Participants must be registered for the AIB 2020 meeting before they confirm their attendance at the JIM-PDW.

IMR-PDW 2020 Key Dates:

- **28 February 2020 -** *Deadline for paper submissions (via AIB submission system)*
- *Notification of acceptance to successful applicants*
- **31 March 2020 -** *Confirmation required from successful applicants that they will attend the IMR-PDW and - have registered for the AIB 2020 Conference*
- **1 June 2020 -** *Deadline for submitting updated paper submissions (directly to Olli.Kuivalainen@lut.fi)*
- **2 July 2020 -** *IMR-PDW takes place at the location in Miami*
- **2-6 July 2020 -** *AIB Annual Meeting*