

CALL FOR PAPERS

2010 Direct/Interactive Marketing Research Summit
San Francisco, California - October 9-10, 2010

Conference Co-Chairs:

- Thomas J. Steenburgh, Harvard Business School
- Prasad A. Naik, University of California, Davis
- James W. Peltier, University of Wisconsin, Whitewater
- Eric J. Karson, Villanova University

Sponsored by Direct Marketing Educational Foundation (DMEF)



The 2010 Direct/Interactive Marketing Research Summit, sponsored by the Direct Marketing Educational Foundation (DMEF), will be held October 9-10, 2010 at the San Francisco Marriott Marquis.

The Summit provides a forum for direct/interactive marketing and database marketing topics as well as issues of interest to marketing educators. There are numerous opportunities for academics to exchange ideas and learn from their colleagues and participating practitioners. This conference focuses on marketing research and marketing education and provides presentation platforms for both. Abstracts as well as full papers will be accepted. The event is a must-attend for academics and Ph.D. candidates who are interested in pursuing research and teaching in this dynamic sector.

TOPIC AREAS

The summit will include abstracts, competitive papers, special topic sessions and roundtable discussion sessions. Submissions should focus on business concerns and current marketing education issues. The following list is not meant to be exhaustive; topics could include:

Suggested Research Topics

- Cross-channel and multi-channel marketing management
- Cross-selling economics
- Customer acquisition
- Customer perception of value
- Customer relationship management
- Data mining
- Database marketing
- Integrated marketing communications
- Interactive advertising
- International direct marketing
- Internet/e-commerce
- Lifetime value and customer equity
- Measuring effectiveness of direct /interactive marketing communications
- New media

- Privacy, public policy and legal issues
- Retention and frequency marketing
- Spatial allocation of resources
- Strategic use of information and information technology
- Unstructured data analysis (e.g., text mining)

Suggested Education Topics

- Creating synergies between research and teaching
- Curriculum development
- Effective teaching techniques
- Integrating new media topics into existing marketing curricula
- Marketing pedagogy
- Pedagogical issues in internet education
- Use of current/emerging technology in the classroom

In addition, conference attendees will be provided with complimentary registration to DMA2010 (10/10-10/13/10) Conference and Exhibition (this conference will feature hundreds of educational sessions, roundtables, forums and case studies). You will have the opportunity to connect and share with practitioners from around the globe.

IMPORTANT DATES AND DEADLINES

All submissions must be received by May 14, 2010. Notification of acceptance will be made by early July 2010.

SUBMISSION GUIDELINES FOR EACH CATEGORY

Criteria: Abstracts and papers are selected based on the quality of the research, their ability to extend knowledge in the field, whether they break new ground, and whether they will influence the practice or teaching of direct/interactive or database marketing. Special topic sessions and roundtable discussion sessions should have thematic cohesion and should present thought provoking issues that generate discussion. To the extent that it elevates the discussion, organizers are encouraged to include leading practitioners in these sessions.

Please upload your submission in the form of a Word document at the 2010 Direct /Interactive Marketing Research Summit submissions link at www.researchsummit.org. Upon log-in to the submission site a questionnaire will appear requesting contact information before upload instruction is provided.

ABSTRACT GUIDELINES

Abstracts of works in process (600-word maximum) should clearly define the problem, discuss research methodology, and outline the proposed contributions to direct/interactive marketing or database marketing. Both conceptual and empirical works are encouraged. We welcome submissions on marketing strategy, models, methods and theory, as well as consumer behavior topics. Abstracts should be typed double-spaced and allow at least a 1-inch margin on all four sides. All abstracts accepted for presentation at the Summit will be eligible for publication in the online conference proceedings. At the Summit, the findings must be presented by the author.

Questions on Abstracts may be directed to Prasad Naik (panaik@ucdavis.edu) and Thomas Steenburgh (tsteenburgh@hbs.edu).

COMPETITIVE PAPER GUIDELINES

The title page should not include author information. Manuscripts should be accompanied by an abstract (100 - 125 words) on a separate page and should include the title. Manuscripts (up to 25 pages, including charts, tables, exhibits, and references) should be typed double-spaced and numbered consecutively. Allow at least a 1-inch margin on all four sides. Shorter manuscripts are appreciated. Avoid using footnotes. Tables and references should be typed on separate pages and their placement indicated in the text. Arrange references in alphabetical order at the end of the body of the paper. Competitive Papers will be double-blind peer reviewed; the Best Paper will receive a \$1,000 award. Final papers can be published in full or in extended abstract form (maximum of two double-spaced pages) in the online proceedings.

New this year, we are also interested in applied/practitioner-based empirical and conceptual research with value for the classroom. Pedagogical papers submitted may be considered for publication in the *Journal of Marketing Education* and the *International Journal of Integrated Marketing Communications*.

Questions regarding competitive papers may be directed to James (Jimmy) Peltier (peltierj@uww.edu) and Eric J. Karson (eric.karson@villanova.edu).

SPECIAL TOPIC SESSIONS and ROUNDTABLE DISCUSSION GUIDELINES

Special topic sessions and roundtable discussion sessions are designed to focus on a variety of new ideas, theories, and teaching practices. Special topic session and roundtable discussion proposals should provide a description of the topic, highlight its importance, summarize

content, and identify participants (and qualifications). At the time of submission, the special topic session or roundtable discussion organizer and participants must acknowledge that, if accepted, all will register and attend the conference.

Special topic session proposals may not exceed 5 double-spaced pages, in 12-point font. Please include an abstract not exceeding 100 words. If more than one paper is to be presented, please prepare an abstract for each. Please provide contact information for all presenters or panelists (name, title, affiliation, address, phone number, fax number, and e-mail address).

Roundtable discussions are relatively informal and interactive sessions and are intended to provide opportunities for collaborative work and for exploring new topics. Roundtable discussion organizers should be experts in the topic area. Submissions should include a statement not to exceed 600 words, describing mechanisms for encouraging and managing the discussions. Practitioner participation is encouraged if their presence adds important points of view to the discussion. Roundtable discussion sessions should not exceed six participants.

Questions regarding special topic sessions and roundtable discussion submissions that focus on research issues may be directed to Prasad Naik (panaik@ucdavis.edu) and Thomas Steenburgh (tsteenburgh@hbs.edu).

Questions regarding special topic sessions and roundtable discussion submissions that focus on topic of interest to marketing educators may be directed to James (Jimmy) Peltier (peltierj@uww.edu) and Eric J. Karson (eric.karson@villanova.edu).

Proceedings: Summit Proceedings will be published online. Abstracts and papers accepted for presentation at the Summit will be included in the online proceedings. Paper authors have the option of publishing the full paper or an extended abstract; authors submitting abstracts may publish their abstract or an extended description of the abstract, but not the full paper; PowerPoints will be included.

Attending the Summit: Submitting an abstract or paper to the DMEF Summit is not required for attendance. Those who do submit an accepted abstract, competitive paper, special topic session or roundtable discussion topic will receive a 25% discount on the \$200 registration fee to attend the Summit. Summit registration also includes a one year membership to the DMEF Professors' Academy (open to full-time academics) which includes an electronic subscription to the *Journal of Interactive Marketing*. Please visit www.researchsummit.org to register.

Other Participation: If you would like to participate in the Summit as a reviewer, session chair, or discussion leader, please contact Jeff Nesler at jnesler@directworks.org.

FOR FURTHER INFORMATION, CONTACT

Conference Co-Chairs

- Thomas J. Steenburgh, Harvard Business School (tsteenburgh@hbs.edu)
- Prasad A. Naik, University of California, Davis (panaik@ucdavis.edu)
- James W. Peltier, University of Wisconsin, Whitewater (peltierj@uww.edu)
- Eric J. Karson, Villanova University (eric.karson@villanova.edu)

DMEF Staff

- Marie Adolphe (madolphe@directworks.org)
- Jeff Nesler (jnesler@directworks.org)

SAN FRANCISCO

San Francisco is a unique and exciting city. From its famous Golden Gate Bridge to its unique neighborhoods, there are countless attractions to visit during your stay. **We look forward to seeing you in San Francisco!**



1120 Ave of the Americas
New York, NY 10036-6700
212.768.7277
www.directworks.org