

Call for Papers

**1st Marketing & Business
Perspectives Summit**

“Marketing & Business Challenges for
Generation Z”

Lisbon, March 30th, 2023

ipam Marketing
Leads
Business

1st Marketing & Business Perspectives Summit

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TOPIC: Marketing & Business Challenges for Generation Z

Organizer: Instituto Português de Administração de Marketing de Lisboa – IPAM Lisboa (www.ipam.pt) **in partnership with** Universidade Europeia (www.europeia.pt)

Venue: IPAM Lisboa/Universidade Europeia

Address: Quinta do Bom Nome, Estrada da Correia 53, 1500-210 Lisboa, Portugal

KEYNOTE SPEAKER: Corey Seemiller (Wright State University)

Dr. Corey Seemiller has worked in higher education for more than 20 years in both faculty and administrative positions in higher education. She has both taught and directed programs related to her areas of expertise, which include leadership, civic engagement, career development, and social justice. Her student affairs background includes Residence Life, Academic Advising, Career Services, Fraternity and Sorority Programs, Educational Opportunity Program (recruitment and retention of low-income, first-generation students), and Student Involvement and Leadership.

Dr. Seemiller has been on the forefront of research and publishing about Generation Z since the generation began entering college. In collaboration with her co-collaborator, Dr. Meghan Grace, she conducted her first nation-

wide mixed-methods study on Generation Z college students in 2014, her second, the Generation Z Stories Project, in 2017, and the third, Gen Z Voices on Voting in 2019. She and Dr. Grace have published four books – Generation Z Goes to College, Generation Z Leads, Generation Z: A Century in the Making, and Generation Z Learns –, the Gen Z Voices on Voting Report, the Campus of Tomorrow Report, as well as several scholarly and trade publication articles.

ORGANIZING COMMITTEE:

Luísa Martinez. Assistant Professor of Marketing, Research Coordinator at IPAM Lisboa, and Researcher at UNIDCOM/IADE in Lisboa, Portugal. She holds a PhD in Management from Universidade Europeia and a Post-graduation in Management from Nova School of Business and Economics – Universidade Nova de Lisboa. Her research interests include the influence of color on organizational and consumer behavior. Topics such as retail, packaging, children marketing, digital marketing, well-being, and pedagogical trends are considered. Her approach to research is interdisciplinary, as it incorporates diverse knowledge fields (e.g., management, marketing, psychology, education, design). Her research output has appeared in journals such as the *Journal of Retailing and Consumer Services*, *Sustainability Accounting, Management and Policy Journal*, and *Electronic Commerce Research and Applications*.

Aníbal López. Assistant Professor of Management at IPAM Lisboa, and Vice-coordinator of IPAM Lab. He holds a PhD in Management from Nova School of Business and Economics. His main research interests include interpersonal relationships at the workplace, innovative work-behaviors, and

entrepreneurship. His research has been published in international journals such as the *Journal of Small Business Management* and *Applied Psychology*.

CALL FOR PAPERS:

The **Marketing & Business Perspectives Summit** is an annual event organized by the Instituto Português de Administração de Marketing de Lisboa (IPAM Lisboa) in partnership with Universidade Europeia. This meeting brings scholars and practitioners to discuss marketing, managerial and consumer behavior challenges faced by individuals and organizations. In 2023, the topic is “**Marketing & Business Challenges for Generation Z**”, in a face-to-face setting.

The ability of Generation Z (Gen Z) in cross-referencing many sources of information and comfortably integrating both virtual and offline experiences has created a distinct type of consumer. Researchers have been increasingly studying the behaviors and consumer habits of Gen Z, not only due to their differences from other generations but also because different cohorts of Gen Z (i.e., old Gen Z vs new Gen Z) also present different behavioral patterns. The study of Gen Z poses challenges for both scholars and practitioners. Scholarly, whereas prior research has explored the needs and habits of Gen Z in their specific national populations, our ability to truly compare data across geographic boundaries has been limited as studies being used for comparison were often entirely discrete from each other with different methodologies. From a practitioner perspective, organizations and marketing professionals need to adapt their strategies to attend the needs, demands, and habits demands of this generation. And the complete profile and knowledge about the behavioral patterns of Gen Z is still unclear.

The meeting brings together scholars and practitioners from various disciplines interested in marketing, management, and consumer behavior, and aims to advance discussion about the specific needs, habits, and behaviors of Gen Z. Through a series of paper discussion session, communities of practices and keynote sessions, the event gives the opportunity to exchange ideas and engage in a multi-disciplinary discussions about the challenges imposed by Gen Z.

SUGGESTED TOPICS:

We accept papers on any subject relevant to the topic of the conference. Working papers are also welcomed. Topics of special interest are, but not limited to:

1. Consumer behavior of Gen Z
2. Business Strategy
3. Marketing Management
4. Social Networks
5. Influencers and digital media
6. Ethical consumption and sustainability
7. Gender and Inclusion representations in Marketing

SUBMISSION INFORMATION:

Authors should submit an abstract with 500 words (excluding spaces), that includes authors' names and affiliations, the study objectives, state of the art, methodology, main results/conclusions, originality, and main contribution. A Book of Abstracts will be further developed and disseminated through the event participants.

SUBMISSION DEADLINE: February 26th, 2023

The abstracts should be submitted by email to Prof. Luisa Martinez:
luisa.martinez@universidadeeuropeia.pt

Abstract submission is based on the understanding that, if accepted, at least one of the authors will attend the meeting. Papers are rejected not necessarily because of lack of quality but due to capacity restriction.

NOTIFICATION:

Authors will be informed by email until March 12th, 2023, about the outcome of the review process.

FEES:

Authors presenting in person: 100€

Non-presenting participants: 50€

Students (presenting and non-presenting): 25€

ABOUT IPAM LISBOA:

IPAM is a school that has over 30 years of experience in teaching marketing, having always offered education of excellence in close proximity to companies and the markets. Our teaching model combines theory and practice, taught by faculty with business experience and real-world challenges which are posed to students by companies. The environment at IPAM Lisbon is one of professionalism, competence, and determination. The students are true Marketing Managers when starting or developing their career.

For more information about IPAM: www.ipam.pt

ABOUT UNIVERSIDADE EUROPEIA:

Universidade Europeia was created in 2013 and its mission is to develop global professionals who can meet the challenges of the labour market and provide learning based on scientific research. It has a strong commitment to internationalisation and currently uses an innovative teaching model - Experiential Learning Hyflex - which combines face-to-face, personalised and experiential-based classes. With a diversified offer of Undergraduate, Masters and PhD degrees, Universidade Europeia is a leader in Tourism and Design, and a reference in other knowledge fields such as Management, Human Resources, Sports, Law, Psychology and Communication.

For more information about Universidade Europeia: www.europeia.pt

ABOUT LISBON:

Lisbon is the Portuguese capital and one of the oldest in the world. The city enjoys a Mediterranean climate and is a potpourri of character and charm, where 20 centuries of history and cultural influences mingle with modern trends and lifestyles. Lisbon is among the top tourist preferences in Europe; it has been distinguished, over the years, in different categories. Lisbon is famous by its "white" light, the seven hills and their views, the presence of Tagus river, the trams and elevators, the ancient neighborhoods, the monuments, wonderful food and Fado singing, distinguished by UNESCO as "World Immaterial Heritage and Patrimony", in 2011.

OTHER INFORMATION:

Any other information must be requested by email:

luisa.martinez@universidadeeuropeia.pt | ipamlab@ipam.pt

We hope to see you in Lisbon!