

BAM 2021 CONFERENCE IN THE CLOUD



Marketing and Retail Track

Track Chairs:

- Keith Glanfield, Cardiff Metropolitan University
- Heiner Evanschitzky, University of Manchester
- Anthony Kent, Nottingham Trent University
- Adam Poole, University of the West of England

Track description:

The marketing and retail conference track encourages submission of full conference and development papers from across the spectrum of both subject areas. Methodologically the track is not solely focussed on quantitative research and welcomes papers from all research methodologies pertinent to marketing and retail scholarship. To reflect this year conference theme, the track is particularly interested in submissions concerning how responsible marketing and retail can help reshape the economy for a better future.