



**CONGRÈS
INTERNATIONAL**

**DE L'AFM 2023
10-12 MAI
VANNES**



39TH INTERNATIONAL CONGRESS OF THE FRENCH MARKETING ASSOCIATION

CALL FOR PAPERS

RESPONSIBILITY(S) AND PRACTICES OF MARKETING

The French Marketing Association (afm) brings together teachers, researchers and practitioners around common values such as mutual aid, solidarity and community spirit. Each year, the annual afm congress is a place for the scientific community and practitioners to reflect on the most recent marketing topics and hot topics. This 39th afm congress will be organized by the Université Bretagne Sud (UBS) and the Laboratoire d'Économie et Gestion de l'Ouest (LEGO).



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THE THEME OF THE CONGRESS

To question the responsibility(s) and practices of marketing is first to ask, like P. Volle (2013): can marketing be responsible?

Who can answer such a question? The citizen-consumer without doubt, but the general image of the discipline does not encourage optimism¹. The recent Kantar-afm study (2022), presented at the 38^e afm congress in Tunis, on the representations of marketing among the French, shows a mostly limited and negative consideration of the marketing profession, as marketing does not sufficiently serve the consumer, the planet and society in general. For these dubious people, marketing practices lack honesty and encourage over-consumption.

It is then up to the marketers, researchers and practitioners, to better understand their influence on social and environmental issues, to question their practices and, more broadly, to seek to improve their impact on their stakeholders in an ethical approach (Ferrelle and Ferrell, 2021). This implies clarifying the areas of responsibility of the different categories of actors contributing to the marketing process and initiating a reflective and continuous improvement approach to these different issues.

From this perspective, it is necessary to answer some generic questions about the outline of these responsibilities: Who is responsible for what, to whom? Can the practitioner be held accountable when he or she is hierarchically subject to an organizational strategy that is not very accountable? What is the role of teacher-researchers in the training of future marketing managers? To what extent is the individual (consumer or practitioner) responsible? Can companies have responsible marketing practices when consumers do not want them? Can we reconcile marketing and sobriety?

In addition, making progress on its "ways of doing things" also leads to questioning marketing practices on the different pillars of sustainable development (Dekhili, Merle and Ochs, 2021). On the economic side, for example, how can marketing practitioners promote the development of the territories in which they operate and implement fair remuneration systems for all actors in the sector? On the social side, the points of vigilance concern purchasing power, transparency and fairness of practices with consumers, respect for their personal data, and the adoption of non-discriminatory practices that promote an inclusive society. Moreover, taking the environmental aspect into account involves, for example, techno-centric responses, such as the launch of eco-designed offers, minimizing the impact throughout the life cycle of the product

¹ [1.1.1 On the misuse of the term "Marketing" – Marketing for a responsible company](#)

and service, but does this not also require contributing to more profound transformations in marketing for greater sobriety (Guillard, 2019).

Marketing practitioners are thus responsible for "taking their share" of responsibility for the challenges facing society and for acting within their sphere of influence (Sheth and Parvatiyar, 2021). For researchers, this responsibility includes the choice of research topics and methodological approaches, as well as the training of students and the dissemination of their work (Wiki afm "Marketing for a responsible society"²).

Moreover, researchers now have a responsibility to dialogue with society (public authorities, companies, consumer associations, NGOs, etc.).

Research into the development of more responsible marketing practices is therefore the focus of the 39th afm congress. The following themes are proposed (the list is not exhaustive):

- Ethics of marketing practices
- Transformation of marketing lessons in response to the challenges of ecological, economic and social transition
- Marketing and promotion of CSR (Corporate Social Responsibility)
- Marketing practices and environmental protection
- Marketing and consumer well-being
- Data-marketing and consumer respect (personal data, privacy, etc.)
- Responsible consumption
- Greenwashing
- Circular economy
- Marketing practices and territory development
- Deconsumerism and sobriety
- Role of marketing in society
- Marketing practices and stakeholders
- Marketing and inclusion
- Marketing research accountability (scientific integrity/research ethics)
- Critical approaches to marketing
- Marketing research partnerships
- ...

² https://marketingpourunesocieteresponsable.org/index.php/Main_Page

While all issues are encouraged, regardless of the theme proposed this year, we invite all authors to conclude their submission with a few lines of reflection on this year's theme. As far as possible, all the conclusions will be analyzed in order to produce a synthesis around our reflections on "Responsibility(s) and marketing practices".

Béji-Bécheur A. et Gomy P. (2022). Quelles sont les représentations du marketing auprès des français ?, Etude Kantar-AFM.

Dekhili S. Merle A. et Ochs A. (2021). *Marketing durable*. Pearson.

Ferrelle O.C. et Ferrell L. (2021). New directions for marketing ethics and social responsibility research, *Journal of Marketing Theory and Practice*, 29, 1, 13–22.

Guillard V. (2019). *Du gaspillage à la sobriété : Avoir moins et vivre mieux ?*, De Boeck Supérieur.

Sheth J. N. et Parvatiyar, A. (2021). Sustainable marketing: Market-driving, not market-driven. *Journal of macromarketing*, 41,1, 150-165.

Vaaland T. I., Heid, M. et Grønhaug, K. (2008). Corporate social responsibility: investigating theory and research in the marketing context. *European Journal of Marketing*, 42, 9/10, 927-953.

Volle P. (2013). Le marketing peut-il être responsable ? *Revue Après-Demain*, janvier, 25, 10-12.

THE PLACE

The University of Southern Brittany (UBS), the only public university in Morbihan, is a multi-faceted university offering a wide range of study programs, from B.U.T. to doctorate, including engineering degrees. The University of Southern Brittany owes its growth and influence to a tradition of innovation and proximity to its partners that never ceases to animate its action. It has 3 faculties, 2 IUTs, an engineering school and 14 laboratories. Close to the socio-economic world, it stands out in particular for the very good integration of its students.

LEGO (Laboratoire d'Economie et de Gestion de l'Ouest) brings together three higher education institutions: two universities (Université de Bretagne Occidentale and Université Bretagne Sud) and an engineering school (Institut Mines-Telecom Atlantique). LEGO is a multi-site laboratory and one of the most important Breton laboratories in economics and management. It brings together more than 100 researchers, including about 20 PhD students.

This year you will be welcomed in **Vannes**, within the Faculty of Law, Economics and Management Sciences (**DSEG**) of the UBS. With its 50,000 inhabitants, **Vannes** is the 5th largest city in Brittany. It is built in an amphitheatre on the northern shores of the Gulf of Morbihan and the Marle estuary. Bordered by the Landes de Lavaux to the north and the small sea of the gulf to the south, Vannes offers an ideal position between the seaside and the Breton countryside.

Surrounded by remarkably preserved fortifications, the old town of Vannes offers a charming urban and landscape environment. The medieval setting of the heart of the city of the Venetes bears witness to its past as the first capital of the Dukes of Brittany. This picturesque architecture invites you to stroll along the narrow streets lined with numerous half-timbered houses. Sheltered from the swell and the heavy weather, the port of Vannes is also located in the city center, 25 km from the Atlantic Ocean.

SUBMISSION FORMATS FOR PAPERS

Papers must be submitted on the platform :

<https://AFM2023.sciencesconf.org/> in the "My deposits" section.

They will be blindly evaluated by two reviewers. All selected papers will be presented in the conference proceedings.

- **CLASSIC PAPERS:** Papers (5 pages maximum, times 12, single-spaced and 2.5 margins excluding title page and author contact, bibliographic references and appendices) presenting successful research on a conceptual and/or empirical level. When submitting your paper, the text you send should not include your name or contact information on the first page. The text as a whole must obviously not allow you to be identified.
- **WORK-IN-PROGRESS PAPERS:** Papers (5 pages maximum, times 12, single-spaced and 2.5 margins excluding title page, bibliographic references, and appendices) presenting sufficiently advanced research on a conceptual level with ongoing or future data collection. Authors should take advantage of this submission format to address specific questions they have in order to advance their work in progress. These questions should be clearly formulated in the conclusion of the paper and explained during the presentation.

- **VIDEO COMMUNICATIONS:** communications may be submitted in the form of videographies. The format of the proposed films should be between 10 and 30 minutes. The film must meet the technical and scientific quality standards of the *Association for Consumer Research*. A 500-word abstract should accompany the videography.
- **SPECIAL SESSIONS:** this format consists of fostering sessions dedicated to a common theme through the concerted proposal of three papers - one of which may fall under the *work-in-progress* format - articulated around an innovative, important, emerging or topical topic. Each special session paper must be between 2 and 5 pages in length (times 12, single-spaced and 2.5 margins excluding bibliographic references and appendices). In total, the session may not exceed 15 pages (excluding title page and author contact) including a general introduction and the bibliography which will be common to all three papers.
- **COMMUNICATIONS LABELLED BY THE AFM/AMS:** This section concerns the research projects selected under the Call for Joint Research Projects afm-AMS.
- **COMMUNICATIONS OF CENTRAL AND WEST AFRICA SCHOLARSHIP:** This section concerns PhD students or young researchers selected under the Central and West Africa Doctoral Fellowship (these papers will be evaluated by the members of the JRMPA Scientific Committee).

THE CALENDAR

October 17, 2022: Opening date for online submissions

December 6, 2022: Deadline for online submission of papers (this date is imperative, no submission received after this date will be accepted)

February 16, 2023: Notification of decisions to authors and changes to be made

March 20, 2023: Deadline for receipt of final papers

The congress website: <https://AFM2023.sciencesconf.org>

Contact: AFM.congres2023@gmail.com

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