

Please note that this is a provisional schedule. Any requests for changes must be made before 24 May 2019 to AM2019@regents.ac.uk. Changes to the schedule are at the discretion of the Conference organisers, and whilst they will try to accommodate requests made before the deadline, they cannot guarantee specific presentation slots.

All attendant presenters must register for the AM 2019 Conference and pay the registration fee by the required date Monday 3 June 2019, or their paper will be withdrawn.

Track 1	Tuesday 2/7/19 14.30 - 15.45	Room
Services and CRM	76 / 89 / 124 / 129	D02
International Marketing	84 / 113 / 155 / 218	D03
Political Marketing	77 / 273 / 5	D04
Non-Profit & Social Marketing	79 / 83 / 148 / 172	D05
Retail Marketing	73 / 81 / 97	D06
Marketing Education	132 / 149 / 306 / 208	D105
E-Marketing and Digital Marketing	69 / 95 / 78 / 85	D106
E-Marketing and Digital Marketing	86 / 88 / 94 / 71	D107
Consumer Research	100 / 102 / 116 / 118	D202
Consumer Research	122 / 127 / 139 / 167	D203
Consumer Culture Theory	110 / 136 / 162	D204
Special Sessions	Session 1 Future Weatherproofing for Marketing Academics and Staying Woke	Knapp Gallery

Track 2	Tuesday 2/7/19 16.00 – 17.15	Room
Services and CRM	157 / 161 / 185 / 196	D02
International Marketing	219 / 225 / 246 / 278	D03
Sustainability and Ethics	72 / 98 / 105 / 151	D04
Non-Profit & Social Marketing	209 / 214 / 230 / 250	D05
Retail Marketing	154 / 206 / 229	D06
Marketing Education	252 / 275 / 200	D105
E-Marketing and Digital Marketing	96 / 107 / 126 / 130	D106
E-Marketing and Digital Marketing	144 / 131 / 138 / 145	D107
Consumer Research	366 / 370 / 17 / 24	D202
Consumer Research	169 / 260 / 262 / 304	D203
Consumer Culture Theory	173 / 234 / 270	D204
Special Sessions	Session 2 Teaching Excellence in Marketing – A Grass Roots Approach	Knapp Gallery

Track 3	Wednesday 3/7/19 14.30 - 15.45	Room
Services and CRM	204 / 216 / 225 / 245	D02
International Marketing	282 / 291 / 344	D03
Sustainability and Ethics	153 / 160 / 182 / 191	D04
Non-Profit & Social Marketing	323 / 340 / 353 / 372	D05
Retail Marketing	293 / 14 / 15	D06
Marketing Education	316 / 351 / 47	D105
E-Marketing and Digital Marketing	152 / 176 / 179 / 180	D106
E-Marketing and Digital Marketing	181 / 194 / 210 / 215	D107
Consumer Research	254 / 186 / 197 / 199	D202
Consumer Research	201 / 212 / 213 / 226	D203
Consumer Culture Theory	284 / 326 / 365	D204
Special Sessions	Session 3 Machiavelli, Marketing and Brexit	Knapp Gallery

Track 4	Wednesday 3/7/19 16.00 - 17.15	Room
Services and CRM	248 / 249 / 256 / 263	D02
International Marketing	36 / 43 / 62	D03
Sustainability and Ethics	193 / 327 / 217 / 300	D04
Non-Profit & Social Marketing	3 / 12 / 26 / 28	D05
Critical Marketing	99 / 125 / 147 / 195	D06
Marketing of Higher Education	205 / 220 / 221 / 222	D105
E-Marketing and Digital Marketing	227 / 233 / 253 / 259	D106
Entrepreneurial & Small Business Marketing	108 / 112 / 146 / 159	D107
Consumer Research	232 / 238 / 242 / 251	D202
Consumer Research	74 / 80 / 90 / 91	D203
Brand, Identity & Corporate Reputation	123 / 140 / 177 / 178	D204
Special Sessions	Session 4 Children and Young People Sustainability and Marketing	Knapp Gallery

Track 5	Thursday 4/7/19 09.00 - 10.30	Room
Services and CRM	264 / 266 / 305 / 324	D02
Fashion Marketing and Consumption	134 / 175 / 228	D03
Sustainability and Ethics	303 / 308 / 313 / 321	D04
Non-Profit & Social Marketing	29 / 31 / 68	D05
Critical Marketing	255 / 269 / 277 / 299	D06
Marketing of Higher Education	271 / 297 / 320	D105
E-Marketing and Digital Marketing	274 / 276 / 286 / 294	D106
Consumer Research	314 / 328 / 330 / 341	D202
Brand, Identity & Corporate Reputation	207 / 267 / 8	D204
AM Funded Research / TRDG Papers		Knapp Gallery
Special Sessions	Session 5 What the Hell is Entrepreneurial Marketing (EM). Taking an EM approach to life when you're tired of a life of Marketing	D107

Track 6	Thursday 4/7/19 10.45 - 12.00	Room
Services and CRM	331 / 364 / 4 / 35	D02
Fashion Marketing and Consumption	235 / 239 / 244	D03
Sustainability and Ethics	203 / 338 / 343	D04
Strategic Marketing	128 / 141 / 150 / 168	D05
Making Markets/ Arts & Heritage	70 / 32 / 137 / 368	D06
Marketing of Higher Education	51 / 67	D105
E-Marketing and Digital Marketing	298 / 311 / 312 / 20	D106
Entrepreneurial & Small Business Marketing	265 / 280 / 310 / 315	D107
Consumer Research	25 / 34 / 38	D202
Tourism and Place Marketing	93 / 109 / 115 / 117	D203
Brand, Identity & Corporate Reputation	9 / 23 / 33	D204
Special Sessions	Session 6 If you Tired of Surveys and Interviews, Try Experiments	Knapp Gallery

Track 7	Thursday 4/7/19 13.00 - 14.45	Room
Services and CRM	37 / 42 / 57	D02
Fashion Marketing and Consumption	258 / 337 / 347	D03
Sustainability and Ethics	39 / 40 / 46 /	D04
Strategic Marketing	283 / 342 / 349 / 59	D05
E-Marketing and Digital Marketing	363 / 367 / 369 / 6	D06
E-Marketing and Digital Marketing	332 / 21 / 22 / 27	D105
E-Marketing and Digital Marketing	41 / 56 / 63 / 66	D106
Entrepreneurial & Small Business Marketing	318 / 350 / 11 / 52	D107
Consumer Research	45 / 60 / 61	D202
Tourism and Place Marketing	164 / 236 / 279	D203
Tourism and Place Marketing	288 / 309 / 55	D204
Special Sessions	Session 7 Marketing in the Financial Sector	Knapp Gallery