

ANZMAC 2024

Hobart, Tasmania, Australia

2 - 4 December, 2024

UNIVERSITY of
TASMANIA



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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



Introduction

[ANZMAC 2024](#) will be in Hobart, Tasmania. The University of Tasmania will host the annual conference and doctoral colloquium (DC). The DC will run 29 Nov - 1 December, and the conference 2-4 December 2024.

The highly anticipated ANZMAC annual conference returns for 2024, this time set amidst the beautiful landscapes of Hobart, Tasmania, Australia. With a legacy spanning 26 years, ANZMAC has been a cornerstone in fostering collaboration and innovation within the realms of academia and the marketing industry across Australia and Aotearoa, New Zealand.

In the heart of Tasmania, a region renowned for its rugged beauty and vibrant culture, we invite you to join us for an enriching international conference. Building upon the successes of past events, ANZMAC 2024 promises to be a gathering of minds dedicated to exploring the transformative power of marketing on a global scale.

This year's conference will be a platform for insightful discussions, cutting-edge research presentations, and invaluable networking opportunities. Situated in Hobart, Tasmania, a land of diverse landscapes and rich heritage, attendees will have the chance to immerse themselves in a unique setting that serves as a catalyst for inspiration and exchange of ideas.

Doctoral Colloquium

The ANZMAC Doctoral Colloquium (DC) is for students at all stages of their doctoral research. It offers marketing students an opportunity to gain valuable experience in presenting their work in front of an audience; receive feedback on their work; and network with peers, leading marketing academics and mentors. The DC aims to foster research excellence and critical thinking. It further aims to provide doctoral students with an understanding of contemporary issues and challenges in marketing and an opportunity to question existing paradigms. The program will encourage students to engage in a lively and constructive discourse, helping them to improve their research skills and further their research. This year's DC will offer myriad opportunities for networking and workshop discussions with local and international academics, including leading professors in the marketing field and mid-career marketing academics.

To apply for the DC, students need to provide a 750-1,000 word (excluding references) extended abstract. Early stage students should focus on the research question they would like to address, the significance of the problem, and their proposed research design. Later stage students should look to present (preliminary) findings and contribution to theory and practice. Early stage students are typically those who are yet to defend their research proposal or complete a related milestone. DC attendees may also choose to present their research at the main ANZMAC conference but there is an expectation that they will present a different facet of their research at the Doctoral Colloquium (different audience).

Students will be informed of their acceptance into the DC on the basis of the submitted extended abstract. Accepted students are then required to submit a more in-depth document by 1 November 2024. The purpose of this document is to provide mentors with a reasonable overview of your work,

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and for you to highlight two or three aspects of your research in particular on which you would like feedback and discussion. The word limit is 3,000-6,000 words (excluding references). It may be less depending on the nature of the research and the aspects on which you would like to focus. The assigned mentors will provide feedback on the work at the DC presentation.

Key dates and useful links

Call for papers opens:	3 June 2024
Submission deadline:	1 August 2024
Author notification:	16 September 2024
Early bird registration closes:	30 September 2024
Registration closes:	15 November 2024
Doctoral Colloquium:	29 Nov - 1 December 2024
Main conference:	2-4 December 2024

Submission: <https://forms.gle/b7bUM7ZXzTQVyu8v7>

Registration: www.anzmac2024.com

Contact: denni.arli@utas.edu.au

Registration includes:

1. Welcome function on Friday, 29 November 2024
2. Participation in the DC
3. Tea/coffee breaks, and lunch during the DC
4. Dinner on Sunday 1 December 2024
5. Conference bag

The DC will be held at The University of Tasmania

Submission guidelines

We really want to encourage submissions from a range of doctoral students, of all ages and stages. If we have the space for the submission in the program, and it fits the submission guidelines, then we will do our best to include all submissions in the DC.

Please check our submission template for Doctoral Colloquium.

The extended abstract should be between 750-1,000 words, excluding the reference list. Please format as in the template; not changing font, spacing or margin

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Early or late stage student?

Early stage students should focus on the following sections in the extended abstract:

- Introduction and Research Aim
- Background and/or Conceptual Model
- Proposed Methodology

Later stage students should focus on the following sections in the extended abstract:

- Introduction and Research Aim
- Background and/or Conceptual Model
- Methodology
- Preliminary findings