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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

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ANZMAC Newsletter: Issue 3, 2026

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FROM ANZMAC PRESIDENT AND ANZMAC NEWSLETTER EDITOR

Dear extended ANZMAC community,

It has been a very busy month, with lots of activities behind the scenes to advance the key initiatives shaping this year's conference.

The team behind the [2026 conference at Massey University](#) is doing an amazing job. Together with the Executive Committee, the official Call for Papers and conference registrations will open on the 27th of April (dedicated emails and social media announcements to come). We will also soon provide further details on the conference tracks and [ANZMAC Awards](#) – both of which were further improved. Finally, we are close to announcing the successful Special Interest Groups (SIGs).

Please allow me to share with you some important details of each of these aspects, so that we can all stay informed.

Lara Stocchi (ANZMAC President) & Pham Van Hau (ANZMAC Newsletter Editor)

ANZMAC 2026 - Call for papers



The Call for Papers for **ANZMAC 2026** will be soon open. Hosted around the conference theme, **“Marketing in the Age of Plenty?”**, this year’s conference invites scholars to reflect on what happens when technology creates an appearance of abundance, and what that means for markets, competition, and consumer choice. The conference welcomes contributions that bring strong theory, critical evidence, and intellectual curiosity to these timely questions.

Authors are invited to submit papers across the conference tracks, with submission guidelines, templates, and track information available on the conference website. In addition to track submissions, proposals are also invited for Special Sessions, offering an opportunity to shape discussion on emerging research areas and contribute to the broader conference dialogue.

Link: <https://www.anzmac2026.com/callforpapers>

Key dates to note include:

- **27 April 2026** – Call for Papers and registrations open
- **29 June 2026** – Paper submission deadline
- **29 June 2026** – Special Session proposal deadline
- **10 August 2026** – Author notification
- **30 November–2 December 2026** – Main Conference
- **27–29 November 2026** – Doctoral Colloquium

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ANZMAC 2026 conference registration fees

Due to the unprecedented times, we are all facing (e.g., in terms of the global economic outlook and geopolitical challenges impacting travel), we revised the conference registration fees to offer greater discounts for some of the most popular options such as student registrations and early bird rates. Andrew Murphy (Conference Sub-committee Chair and Deputy Treasurer) has led this work with great care and strategic thinking, and the revised fee structure reflects his efforts. The trends over recent years and some examples of comparisons with other international conferences are shown below.

EMAC <u>general</u> registration (<i>not including membership</i>):
AUD 1,059 (early bird) or AUD 1,145
EMAC <u>student</u> registration (<i>not including membership</i>):
AUD 888 (early bird) or AUD 955
AMA general registration (<i>early bird</i>): AUD 878 (member) or AUD 948
AMA general registration: AUD 1,157 (member) or AUD 1,506
AMA student registration (<i>early bird</i>): AUD 571 (member) or AUD 710
AMA student registration: AUD 710 (member) or AUD 850
(AUD 278 p/year membership)

Overall, our commitment to the community is keeping the value proposition from ANZMAC consistent with previous years and more convenient than other international conferences. We are therefore pleased to share that ANZMAC rates for 2026 reflect strong value relative to recent years and other international marketing conferences, particularly for students and early career researchers. We will also continue to offer travel scholarships and the volunteering scheme for HDR students; and we are deliberating on additional support that could become available. Finally, we are refining bilateral agreements with ANZMAC's relevant strategic partners, such as the Academy of Marketing Science (AMS) and the European Marketing Academy (EMAC) (more to come on this in the next newsletter).

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ANZMAC 2026 conference tracks and track chair outcomes

Continuing ANZMAC's strong tradition, we have confirmed the conference tracks for 2026 and recently called for Expressions of Interest for track chairs. This process was overseen by the Massey conference team in collaboration with the ANZMAC Executive Committee.

We were delighted to receive a strong pool of applications, which will play an important role in supporting the successful delivery of this year's conference. Each track will be led by at least two chairs, with most tracks having three, helping to ensure a breadth of perspectives across career stage, gender, country of origin, and expertise.

Further details on the track chairs will be announced soon on the ANZMAC 2026 conference website and across ANZMAC's social media channels. This year, we are pleased to feature **17 conference tracks**:

- B2B, Sales and Supply Chain Management
- Consumer Behaviour
- Consumer Culture Theory
- Advertising and Marketing Communications
- Digital and Social Media Marketing

- Artificial Intelligence and Marketing
- Marketing for Social Impact
- Social Marketing and Macromarketing
- Research Methods and Marketing Analytics
- Marketing Education
- Innovation Strategy and Entrepreneurship
- Services, Retailing and Customer Experience
- Brand Management and Pricing
- Sustainability, Social Responsibility and Ethics
- Sector-Specific Marketing: Sports, Entertainment, Luxury, Healthcare, and more
- GAMMA: Marketing Reimagined – Strategy, Consumers and Brands in the Age of AI
- Tourism and Hospitality Marketing

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ANZMAC Special Interest Groups (SIGs) outcome

We were pleased to revive this initiative and to call for Expressions of Interests (EOIs) for newly established ANZMAC SIGs. The process, overseen by Sean Sands (Research Sub-committee Chair), attracted ten EOIs covering very valuable propositions. Independent assessors have now scored all EOIs against the criteria that can be seen in the image here below. We also engaged in further deliberations with the ANZMAC Executive Committee to identify the SIGs that will be funded this year, and alternative solutions for harnessing capacity to meet the strategic goals of ANZMAC. Official announcements are expected late April/early May, together with a dedicated page on the ANZMAC website.

1. Theme and Distinctiveness		5. Budget and Resource Allocation	
Score	Descriptor	Score	Descriptor
5	Theme is clearly defined, addresses a genuine gap in ANZMAC's current offerings, and has strong potential for sustained engagement across the community	5	Budget is detailed, realistic, and clearly aligned with research-related activities; demonstrates excellent value for money
4	Theme is clear and relevant with good potential, though scope or boundaries could be more sharply defined	4	Budget is well-structured with clear alignment to eligible activities; reasonable value proposition
3	Theme is adequately defined but appeal may be limited to a narrower segment of the ANZMAC community	3	Budget is reasonable but lacks detail or includes items requiring clarification
2	Theme is somewhat vague or niche with limited broader relevance to marketing scholarship	2	Budget is vague or includes items of questionable alignment with funding guidelines
1	Theme is unclear, too broad or unfocused, or lacks relevance to ANZMAC's mission	1	Budget is missing, incomplete, or primarily allocated to ineligible items
2. Aims and Intended Focus		6. Strategic Alignment with ANZMAC Mission	
Score	Descriptor	Score	Descriptor
5	Objectives are specific, achievable, and clearly articulated; focus areas are well-scoped with tangible and measurable outcomes identified	5	Strong alignment with ANZMAC strategic priorities (e.g., 2024 Strategic Review); clear contribution to research excellence, member engagement, or community development
4	Objectives are clear and reasonable with identifiable outcomes, though could be more specific in places	4	Good alignment with ANZMAC priorities; contribution to strategic goals is evident
3	Objectives are adequate but may lack specificity or measurability; unclear how focus areas translate to concrete activities	3	Reasonable alignment; connection to ANZMAC priorities is present but not central to the proposal
2	Objectives are broad or ambitious relative to resources; limited connection between aims and proposed activities	2	Weak alignment; SIG appears focused on narrow interests with limited connection to broader ANZMAC goals
1	Objectives are vague, unrealistic, or poorly articulated with no clear pathway to outcomes	1	No discernible alignment with ANZMAC's mission or strategic direction
3. Evidence of Peer Support and Interest		7. Team Composition and Capability	
Score	Descriptor	Score	Descriptor
5	Strong evidence of organic community interest (prior sessions, survey data, documented conversations); broad cross-institutional and cross-career-stage support	5	Team includes appropriate mix of career stages (ECR through senior); strong track record of relevant leadership/service; diversity across institutions and demographics
4	Good evidence of interest from multiple institutions and career stages; support extends beyond the proposing team	4	Team is well-balanced with good capability; meets diversity requirements with reasonable breadth
3	Reasonable evidence of interest; support primarily from proposers' immediate networks or single institution	3	Team is adequate but skewed toward one career stage or institution; reasonable capability evident
2	Limited evidence; support appears assembled for the application rather than reflecting existing community demand	2	Team lacks balance or raises capability concerns; ECR inclusion appears tokenistic
1	Minimal or no evidence of community need or interest; support confined to applicants only	1	Team does not meet eligibility requirements or raises significant capability concerns
4. Activity Plan		8. Potential for Impact and Sustainability	
Score	Descriptor	Score	Descriptor
5	Detailed, realistic plan with clear timelines; activities are member-facing, varied (conference + year-round), and likely to generate sustained engagement	5	Clear pathway to sustained activity beyond funding period; potential for meaningful, measurable impact on members and the discipline
4	Solid plan with reasonable activities and timelines; good mix of conference and year-round engagement	4	Good consideration of sustainability; impact is well-articulated and achievable
3	Adequate plan but may lack specificity on delivery mechanisms or rely heavily on conference-based activities only	3	Some consideration of sustainability; impact is plausible but not fully articulated
2	Plan is thin, overly ambitious, or conference-dependent with limited year-round engagement strategy	2	Limited evidence the SIG would continue or generate lasting value beyond funded activities
1	Plan is vague, unrealistic, or does not demonstrate capacity to deliver value to members	1	No consideration of sustainability or long-term impact

DocCom Research Interest Groups (RIGs)

The vibrant **DocCom community** has continued to build momentum this year through a student-led initiative that brings together informal groups of doctoral researchers with shared research interests. These Research Interest Groups (RIGs) create valuable opportunities for connection, discussion, and collaboration across a range of areas, including digital marketing, social marketing, consumer behaviour, services marketing, AI, and analytics.

Each RIG is also supported by two mentors, helping to foster scholarly exchange and provide guidance within each research area.

Doctoral students interested in joining a RIG can find more information about the groups, along with the relevant QR codes, on [LinkedIn](#).

Call for Papers - Alliance for Social Impact Conference



4-6 November 2026, The University of Queensland Business School, St Lucia Campus, Brisbane, Australia.

Conference website: [Click here](#)

The [Alliance for Social Impact](#) (ASI) at The University of Queensland Business School proposes this conference to bring together academics, practitioners, social entrepreneurs, policymakers and other stakeholders committed to advancing social impact through innovative research, practical insights and collaborative dialogue.

Keynote Speaker: [Alex Nicholls](#), Professor of Social Entrepreneurship Saïd Business School, University of Oxford.

The conference will explore how purpose-driven initiatives across sectors can be effectively designed, implemented and measured to create meaningful, sustainable social change. Our focus is on the delivery of social impact across diverse domains — from grassroots level social enterprises to large-scale interventions aligned with the Sustainable Development Goals (SDGs). These will include but not be limited to:

- **Sustainable Development Goals (SDGs)** - Track chair: Associate Professor Ranjit Voola, University of Sydney, ranjit.voola@sydney.edu.au
- **AI 4 Good - Bringing stakeholders together to harness AI's potential to solve global challenges** - Track chair: Professor Asish Sinha, a.sinha@business.uq.edu.au, and Associate Professor Ravi Pappu r.pappu@business.uq.edu.au, UQ Business school.
- **Donor Behaviour and Fundraising Dynamics** - Track chair: Associate Professor Cassandra Chapman, UQ Business School, c.chapman@business.uq.edu.au
- **Indigenous Economic Self Determination** - Track chair: Associate Professor Sharlene Leroy-Dyer, Indigenous Business Hub, UQ Business School, s.leroydyer@uq.edu.au
- **Tourism Impact: Metrics and Meaning** - Track chair: Associate Professor Jie Wang, UQ Business School, j.wang16@uq.edu.au
- **Social and Transformative Marketing** - Track chairs: Assoc. Prof. Joesphine Previte & Dr Foluke Abigail Badejo, UQ Business School, j.previte@business.uq.edu.au; f.badejo@business.uq.edu.au
- **Social/Purpose-Driven Entrepreneurship and Impact Delivery** - Track chairs: Dr Lance Newey & Dr Jonah Zankl, UQ Business School, l.newey@business.uq.edu.au; j.zankl@business.uq.edu.au
- **Socially Conscious Business Practices** - Track chairs: Dr Anne-Maree O'Rourke & Dr Cassandra France, UQ Business School a.orourke@business.uq.edu.au; c.france@business.uq.edu.au
- **Social Impact Measurement and Evaluation** - Track chair: Associate Professor Jarrod Ormiston, University of Sydney, jarrod.ormiston@sydney.edu.au

Through diverse perspectives and shared learning, the conference will critically examine how purposeful action across sectors can generate meaningful impact by influencing behaviours, shaping public narratives, redesigning services and systems, and mobilising communities towards collective wellbeing and inclusive growth.

We welcome original research, case studies, theoretical and conceptual frameworks, best practice reports and industry discussions that address the multifaceted aspects of social impact creation and assessment.

Important Dates

- Abstract (max 500 words) submission deadline: 31 July 2026
- Notification of acceptance: 30 September 2026
(early acceptance for early submission)
- Early bird registration now open till: 10 October, 2026
(Practitioners/Academicians AUD 200; PhD Student AUD 50)
- Conference Dates: 2-4 November, 2026

Abstract Submission and Registration

- Abstract Submission Link: [Submit abstract here](#)
- Conference Registration: [Register here](#)

Conference Co-Chairs

Associate Professor Jay Weerawardena, Co-Lead, Alliance for Social Impact
UQ Business School, j.weerawardena@business.edu.au

Professor Peter Popkowski-Leszczyc, Co-Lead, Alliance for Social Impact
UQ Business School, p.popkowski@business.uq.edu.au

Call for Papers - Asia Pacific Social Marketing Conference

21-23 October 2026
UWA Business School
Perth, Australia

Conference website: <https://aasm.org.au/events/conferences/apsmc-2026/>

Conference Theme:

Compassion, Complexity, and Change: Navigating a Polycrisis World

The Asia Pacific Social Marketing Conference (APSMC) is the premier regional conference of the Australian Association of Social Marketing (AASM) and represents the revitalised evolution of the long-standing International Social Marketing Conference.

The APSMC reflects a strategic shift to strengthen the conference's Asia-Pacific identity, recognising the region as one of the world's most dynamic and complex contexts for social change, policy innovation, and public wellbeing. While grounded in strong international traditions, the conference foregrounds regional relevance, cultural diversity, and systems-level social impact.

APSMC 2026 brings together academics, practitioners, policymakers, industry leaders, and doctoral researchers working across public health, sustainability, social equity, community resilience, and behaviour change in complex social systems.

The University of Western Australia is pleased to host APSMC 2026, reflecting its commitment to research that serves society, engagement across the Asia-Pacific region, and the advancement of translational social marketing scholarship.

Theme Rationale:

Social marketing is increasingly called upon to address complex and interconnected social issues, including public health challenges, environmental sustainability, social inequality, community wellbeing, artificial intelligence and ethics and trust in institutions. These issues often occur simultaneously and interact across systems, sectors, and levels of society. The 2026 conference theme—Compassion, Complexity, and Change: Navigating a Polycrisis World—invites contributions that reflect on how social marketing can respond effectively and ethically in such environments.

Within this context, social marketing faces both heightened responsibility and opportunity. The 2026 conference theme foregrounds three interrelated imperatives:

- **Compassion** – centering care, dignity, equity, inclusion, and ethical responsibility in social change efforts.
- **Complexity** – recognizing non-linear dynamics, power asymmetries, institutional constraints, and unintended consequences within social systems.
- **Change** – advancing transformative, regenerative, and systems-level interventions, including the implications of digitalisation and artificial intelligence for social marketing practice, governance, trust, and social outcomes.

Conference Co-Chairs

Dr. Gauri Laud and Dr. Uwana Evers

Conference Tracks and Topics include:

Submissions are welcomed across a broad range of topics relevant to social marketing, including (but not limited to):

Social Marketing and Contemporary Social Challenges

- Public health and wellbeing
- Climate change, sustainability, and environmental behaviour
- Social equity, inclusion, and community resilience
- Crisis response, preparedness, and recovery

- Social Marketing, Social License, and Resource Communities
- Uncertainty, Geopolitical Change, and Vulnerable Communities

Ethics, Responsibility, and Inclusion

- Ethical decision-making in social marketing
- Power, vulnerability, and social inclusion
- Indigenous and culturally informed social marketing approaches
- Equity-focused program design and evaluation

Systems, Policy, and Institutional Contexts

- Systems thinking and social marketing
- Policy design, governance, and regulation
- Multi-stakeholder collaboration and partnerships
- Unintended consequences of social interventions

Digital and Emerging Technologies

- Digital and social media for social marketing
- Artificial intelligence and automation
- Trust, misinformation, and digital wellbeing
- Technology-enabled behaviour change

Advancing Social Marketing Theory and Methods

- Conceptual and theoretical developments
- Methodological innovation and evaluation
- Participatory, mixed-methods, and longitudinal research
- Translational and impact-focused research

Practice, Policy, and Knowledge Translation

- Practice-based case studies
- Co-design and community engagement
- Research–practice–policy collaboration
- Scaling and sustaining social marketing initiatives

Submission Types:

- Full research papers
- Working papers / research-in-progress
- Conceptual and theoretical papers
- Case studies and practitioner reflections

Important Dates

- Call for Papers Opens: [1st February 2026]

- Full Paper Submission Deadline: [30th April 2026]
- Notification of Acceptance: [20th June 2026]
 - Early bird registration: [15th August 2026]
- Conference Dates: [21st – 23rd October 2026]

Submission System

All submissions will be managed through the conference submission system. Authors will be required to submit their papers via:

- Submission Link: <https://easychair.org/conferences/?conf=apsmc2026>
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Call for Papers

We are pleased to share several current **calls for papers** that may be of interest to the ANZMAC community:

- **Journal of the Academy of Marketing Science** – *AI-Driven Marketing: Agents, Interfaces, and Ecosystems*
Submission window: 1 June – 31 July 2026
Link: <https://link.springer.com/journal/11747/updates/27810420>
 - **European Journal of Marketing** – *Social Marketing and Sustainable Futures*
Submission deadline: 30 October 2026
Link: <https://www.emeraldgroupublishing.com/calls-for-papers/social-marketing-and-sustainable-futures>
 - **Australasian Marketing Journal** – *Evidence-Based Marketing for Charities & Nonprofits*
Submission deadline: 27 June 2026
Link: <https://journals.sagepub.com/page/anz/callforpapers/evidence-based-marketing>
 - **Journal of Strategic Marketing** – *AI-Driven Marketing and Sustainability*
Submission deadline: 30 October 2026
Link: https://think.taylorandfrancis.com/special_issues/ai-driven-marketing-and-sustainability/
 - **Psychology & Marketing** – *Understanding Consumer Psychology across Life Transitions*
Submission deadline: 15 September – 15 December 2026
Link: <https://onlinelibrary.wiley.com/page/journal/15206793/call-for-papers/si-2026-000443>
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Job Vacancies

University of Auckland - Lecturer/Senior Lecturer in Marketing Analytics

Deadline: 26 April 2026

Link: <https://jobs.smartrecruiters.com/TheUniversityOfAuckland/744000116072047-lecturer-senior-lecturer-in-marketing-analytics?trid=2d92f286-613b-4daf-9dfa-6340ffbecf73>

Monash University – Lecturer in Marketing

Deadline: 6 May 2026

Link: <https://careers.pageuppeople.com/513/cw/en/job/692262/lecturer-marketing?lApplicationSubSourceID=11307>

University of New South Wales – Lecturer in Marketing

Deadline: 5 May 2026

Link: <https://external-careers.jobs.unsw.edu.au/cw/en/job/537834/lecturer-school-of-marketing>