

## CALL FOR PAPERS

### 2009 Direct/Interactive Marketing Research Summit

**Saturday, October 17 - Sunday, October 18, 2009, San Diego, California**

*sponsored by Direct Marketing Educational Foundation (DMEF)*

**Track Chairs: Edward C. Malthouse, Northwestern University  
and  
John (Jack) Schibrowsky, University of Nevada Las Vegas**

2008 will be remembered, in part, for the pivotal role that direct/interactive marketing played in one of the most galvanizing political campaigns in our nation's history. Increasingly this area of marketing is proving to be not only effective but transformational. The **Direct/Interactive Marketing Research Summit**, sponsored by Direct Marketing Educational Foundation (DMEF), is the preeminent conference that focuses on direct/interactive, and database marketing. The Summit is a must-attend for academics and Ph.D. candidates who are interested in pursuing research and teaching in this dynamic sector.

The academic portion of the Summit features two distinct tracks: **Research** and **Education**. Many attendees also take advantage of the complimentary **Professional** track, which provides registration at the DMA09 Conference & Exhibition, which provides the opportunity to interact and share information with prominent practitioners. Full time academics and Ph.D. students who register for and attend the Summit are offered DMA09 (10/18-10/21/09) attendance, which includes more than 150 educational sessions, case studies, white papers and research papers.

**Criteria:** Abstracts and papers are selected based on the quality of the research, their ability to extend knowledge in the field, whether they break new ground, and whether they will influence the practice or teaching of direct/interactive or database marketing.

**Proceedings:** Summit Proceedings will be published online. Abstracts and papers accepted for presentation at the Summit will be included in the online proceedings. Paper authors have the option of publishing the full paper or an extended abstract; authors submitting abstracts may publish their abstract or an extended description of the abstract, but not the full paper.

**Attending the Summit:** Submitting an abstract or paper to the DMEF Summit is not required for attendance. For all attendees (including authors) there is a \$200 registration fee to attend the Summit. **An early registration discount of 25% is available to those who register before March 31, 2009.**

In summary, you will gain the opportunity to:

- Present your best research in direct/interactive or database marketing.
- Network with leading academics and practitioners in the direct/interactive marketing field.
- Publish and access proceedings on the DMEF Web site.
- Gain complimentary attendance to the world's largest direct/interactive marketing conference.

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## RESEARCH TRACK

### Call for Abstracts

Deadline: March 31, 2009

#### ABSTRACTS

The Research Summit agenda includes opportunities for academics to present their research findings for papers that are still in progress. **The DMEF** seeks original research that addresses any aspect of direct /interactive marketing broadly defined in both the B2C and B2B arenas. At the Summit, the findings must be presented by an academic author.

#### TOPIC AREAS

Although the following list is not meant to be exhaustive, direct/interactive marketing topics could include:

- Strategic use of information and information technology
- Lifetime value and customer equity
- Customer acquisition
- Customer relationship management
- Internet/ e-commerce
- New Media
- Cross-channel and multi-channel marketing management
- Cross-selling economics
- Data mining
- Database marketing
- International direct marketing
- Relationships, satisfaction, and loyalty
- Retention and frequency marketing
- Customer perception of value
- Measuring effectiveness of direct/interactive marketing communications

#### ABSTRACT GUIDELINES

Abstracts should clearly define the problem, discuss research methodology, and outline the proposed contributions to direct/interactive marketing. Both conceptual and empirical work is encouraged. All abstracts accepted for presentation at the Summit will be eligible for publication in the online conference proceedings. **Abstracts (600-word maximum) are due March 31, 2009.**

Proposals for special sessions involving multiple speakers or panelists are also welcome.

Questions regarding research-focused abstracts may be directed to Ed Malthouse ([ecm@northwestern.edu](mailto:ecm@northwestern.edu)) and Anand V. Bodapati ([anand.bodapati@anderson.ucla.edu](mailto:anand.bodapati@anderson.ucla.edu))

**SUBMISSIONS: By March 31, 2009** please upload your submission in the form of a Word document at the 2009 Direct/Interactive Marketing Research Summit submissions link at [www.researchsummit.org](http://www.researchsummit.org).

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## **EDUCATION TRACK**

### **Call for Competitive Papers, Special Topic Sessions/Panel Proposals and Working Papers**

**Deadline: May 1, 2009**

Educators are encouraged to submit conceptual and empirical work as: (1) Competitive Papers and/or (2) Special Topic Session/Panel Proposals and Working Papers. Education Track Competitive Papers will be double-blind peer reviewed, the Best Paper will receive a \$1,000 award.

#### **TOPIC AREAS**

Although the following list is not meant to be exhaustive, direct/interactive pedagogical topics could include:

- Quantitative research, theory and or practical applications related to the teaching of direct/interactive marketing at the undergraduate or graduate level including:
  - Traditional direct marketing
  - Database marketing
  - Integrated marketing communications
  - Internet /e-commerce
  - New media
- Use of current and emerging technology in the classroom
- Curriculum development
- Effective teaching techniques
- Innovative teaching tools

#### **COMPETITIVE PAPERS**

Education Track Chairs will work with authors of competitive papers, special sessions, and panel sessions to identify those to recommend for a special issue of *Journal of Advertising Education (JAE)*.

#### **COMPETITIVE PAPER GUIDELINES**

The title page should not include author information. Manuscripts should be accompanied by an abstract (100 – 125 words) on a separate page and should include the title. Manuscripts (up to 25 pages, including charts, tables, exhibits, and references) should be typed double-spaced and numbered consecutively. Allow at least a 1-inch margin on all four sides. Shorter manuscripts are appreciated.

Avoid using footnotes. Tables and references should be typed on separate pages and their placement indicated in the text. Arrange references in alphabetical order at the end of the body of the paper. Manuscripts are judged on the depth and scope of the ideas presented and their contribution to the field, as well as on their clarity and whether they can be read and understood.

Final papers can be published in full or in extended abstract form (maximum of two double-spaced pages). Papers to be published in the *Journal of Advertising Education* will be abstracted.

Questions regarding competitive Education Track papers may be directed to Jack Schibrowsky ([schibrow@nevada.edu](mailto:schibrow@nevada.edu)) and Eric J. Karson ([eric.karson@villanova.edu](mailto:eric.karson@villanova.edu)).

**SUBMISSIONS: By May 1, 2009**, please upload your paper in the form of a Word document at the 2009 Direct/Interactive Marketing Research Summit submissions link at [www.researchsummit.org](http://www.researchsummit.org)

### **SPECIAL TOPIC SESSIONS/PANEL PROPOSALS/ WORKING PAPER GUIDELINES**

Special topic sessions are designed to expose direct/interactive educators to a variety of new ideas, theories, and teaching practices. Special topic session proposals should provide a description of the topic, highlight its importance, summarize content, and identify participants (and qualifications). At the time of submission, the special session organizer and participants must acknowledge that, if accepted, all will register and attend the conference. Educators also may present preliminary research findings and/or innovative teaching ideas.

Special Session proposals may not exceed 5 double-spaced pages, in 12-point font. Please include an abstract not exceeding 100 words. If more than one paper is to be presented, please prepare an abstract for each. Please provide contact information for all presenters or panelists (name, title, affiliation, address, phone number, fax number, and e-mail address).

### **WORKING PAPERS**

When submitting a working paper; the first page should include the title (excluding authors' names and affiliations) and maximum 100-word abstract. The remainder of the proposal should include a 750-1,000 word, single-spaced, extended description of the paper. No tables should be included.

An extended description of the paper/presentation will be published in the proceedings.

Questions regarding special session/panel proposals and working papers may be directed to Jack Schibrowsky ([schibrow@nevada.edu](mailto:schibrow@nevada.edu)) and Eric J. Karson ([eric.karson@villanova.edu](mailto:eric.karson@villanova.edu)).

**SUBMISSIONS: By May 1, 2009**, please upload your special session/panel proposals/ and/or working papers in the form of a Word document at the 2009 Direct/Interactive Marketing Research Summit submissions link at [www.researchsummit.org](http://www.researchsummit.org)

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## **SHANKAR-SPIEGEL AWARD for Best Ph.D. Dissertation Proposal**

**Deadline: June 26, 2009**

DMEF will sponsor a doctoral dissertation research proposal award for dissertation proposals on direct/interactive marketing topics. The competition is open to doctoral students worldwide. For additional information, including the complete entry criteria, visit [Shankar-Spiegel Intent to Compete](#) or email [madolphe@the-dma.org](mailto:madolphe@the-dma.org).

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For further information contact:

**RESEARCH TRACK**

**Chair:** Edward C. Malthouse, Northwestern University ([ecm@northwestern.edu](mailto:ecm@northwestern.edu))

**Vice Chair:** Anand V. Bodapati, UCLA ([anand.bodapati@anderson.ucla.edu](mailto:anand.bodapati@anderson.ucla.edu))

**EDUCATION TRACK**

**Chair:** John (Jack) Schibrowsky, University of Nevada Las Vegas ([schibrow@nevada.edu](mailto:schibrow@nevada.edu))

**Vice Chair:** Eric J. Karson, Villanova University ([eric.karson@villanova.edu](mailto:eric.karson@villanova.edu))

**PROFESSIONAL TRACK**

Marie Adolphe ([madolphe@the-dma.org](mailto:madolphe@the-dma.org))

Jeff Nesler ([jnesler@the-dma.org](mailto:jnesler@the-dma.org))

**We look forward to seeing you in San Diego!**



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