

## Call for Papers: 2025 ISMS Marketing Science Conference in Washington, DC

Welcome colleagues, friends, and professional rivals,

The 47th ISMS Marketing Science Conference will be held from **June 13-15, 2025**, at the Westin Washington, DC Downtown. The conference chairs are Anindita Chakravarty, Hua Chen, Pengyuan Wang, and Neil Bendle, all faculty in the marketing department of the Terry College of Business, University of Georgia.

We are looking forward to hosting a great event in the US Capital. A city with some of the most iconic sites in the world. We have booked a marvelous hotel, the Westin, which is less than a mile from the White House and the National Mall, and know this will be an extraordinary chance for marketing science scholars to meet up, share their ideas, and experience a truly special location.

### **“What do I need to do?”**

Submit an abstract or a special session

#### **Abstracts and Special Sessions**

Individual abstracts for all talks should be fewer than 250 words. This should give the committee good insight into the theme and value of your work.

In addition to the standard contributed talk (4 talks per 90 minute session) we are excited to announce a new type of contributed presentation. A flash talk (like a traditional session just shorter) with an additional poster session. Several senior marketing science scholars have committed to attending these sessions to provide presenters with high-quality feedback. We will also offer prizes for the best presentations in this category. This track will be especially valuable to scholars newer to Marketing Science or with earlier stage ideas.

Submit abstract for talks here: <https://submissions.miramsmart.com/ISMS2025/Splash.aspx>

Special sessions are especially welcome. Experience suggests that they tend to generate the most audience engagement. We cordially invite anyone to propose a special session consisting of 4 presentations (with different presenters) around a common topic. Please email Ellen Tralongo at [Etralongo@informs.org](mailto:Etralongo@informs.org) for instructions on how to submit special session proposals.

#### **Important Dates**

Abstract & Special Session Submission Deadline: **February 1, 2025**

Abstract & Special Session Acceptance Notification: **February 15, 2025**

Speaker Registration Deadline: **March 25, 2025**

Please contact Ellen Tralongo at [meetings@informs.org](mailto:meetings@informs.org) if you need an invitation letter for a visa.

More details about the conference are available at the conference website:

<https://www.terry.uga.edu/events/isms-marketing-science-conference/>.

Details of the conference hotel and travel follow on the next page.

Of course, besides the conference, we also hope you -and your family- will enjoy the best that Washington DC has to offer, including world-class sites like the Smithsonian museums, the Lincoln Memorial, Washington Monument, top-quality food and drink, and excellent transport links.

We are very much looking forward to hosting you at the conference.

Conference chairs Anindita Chakravarty, Hua Chen, Pengyuan Wang, and Neil Bendle.  
Terry College of Business, University of Georgia