

Special Sessions

Session times and locations are available in the conference program at ama.org/summer. Session details are subject to change, so check the program for the most up-to-date details.

Award-Winning Teaching Techniques: Strategies That Drive Student Outcomes and Lasting Impact

Chairs:

Chris Huseman, Liberty University

Mark Wolters, University of Illinois Urbana-Champaign

Most teaching evaluations capture satisfaction in the moment but miss what matters most: long-term learning and career outcomes. In this interactive, facilitated workshop, Chris Huseman and Mark Wolters share evidence-informed methods, strategies, and techniques that translate into enduring student success and underpin major teaching awards. The session will end with a hands-on group exercise where participants will collaborate to develop their own strategies through frameworks of C.A.R.E. and C.R.A.Z.Y. towards their next teaching award.

B2B Marketing and Interorganizational Exchange: Setting the Research Priorities

Chairs:

Jody Crosno, West Virginia University

Tarun Kushwaha, University of Wisconsin-Madison

Ju-Yeon Lee, Iowa State University

Panelists:

Mrinal Ghosh, University of Arizona

Colleen Harmeling, Florida State University

Ruby Lee, Florida State University

Girish Mallapragada, Indiana University

Aric Rindfleisch, University of Illinois Urbana-Champaign

This session will bring together leading scholars to define the next wave of research in B2B marketing and interorganizational exchange. The session will identify emerging contexts, theoretical gaps, methodological opportunities, and high-impact research questions shaping the future of interfirm collaboration, governance, value co-creation, and performance outcomes.

The session will be held following an industry-academia leadership panel. The participants will be divided in about five “round tables.” One or two discussion leaders will be assigned to each table. Additional participants will be invited from a pool of new scholars and doctoral students. The participants will build on discussions from the earlier panel and engage in a forward-looking dialogue on how to integrate insights from strategy, innovation, and network theory to advance B2B marketing scholarship. The goal is to develop a clear, actionable research agenda that addresses contemporary managerial challenges while strengthening the conceptual foundations of interorganizational exchange research.

Boosting Synergy in Sales Research, Teaching, and Practice I

Chairs:

Molly R. Burchett, University of Wyoming

Murali K. Mantrala, University of Kansas

Eli Jones, Texas A&M University

Panelists:

Bernie Jaworski, Claremont Graduate University

Brian Murtha, University of Kentucky

Kristen Helling, University of Kansas

Elevating the holistic professional impact of sales scholarship requires leveraging synergies between research, teaching, and practitioner involvement. This 75-minute session highlights how these domains can mutually reinforce one another to advance the personal selling and sales force management subdiscipline. Structured around three synergistic modules—Research, Teaching, and Practice—the session features three concise presentations in each module, moderated discussion, and an integrative wrap-up discussion. Rather than treating these domains as separate academic activities, the session demonstrates how leveraging synergies between them can amplify scholarly, pedagogical, and professional impact. The session is designed for scholars seeking to elevate their research impact as well as educators and practitioners in sales force management and personal selling, including doctoral students, faculty across appointment types, sales center leaders, and academic-practitioner advisors.

Boosting Synergy in Sales Research, Teaching, and Practice II

Chairs:

Molly R. Burchett, University of Wyoming

Murali K. Mantrala, University of Kansas

Eli Jones, Texas A&M University

Panelists:

Adam Rapp, Ohio University

Colleen McClure, Ohio University

Rob Waiser, University of Kansas

Elevating the holistic professional impact of sales scholarship requires leveraging synergies between research, teaching, and practitioner involvement. This 75-minute session highlights how these domains can mutually reinforce one another to advance the personal selling and sales force management subdiscipline. Structured around three synergistic modules—Research, Teaching, and Practice—the session features three concise presentations in each module, moderated discussion, and an integrative wrap-up discussion. Rather than treating these domains as separate academic activities, the session demonstrates how leveraging synergies between them can amplify scholarly, pedagogical, and professional impact. The session is designed for scholars seeking to elevate their research impact as well as educators and practitioners in sales force management and personal selling, including doctoral students, faculty across appointment types, sales center leaders, and academic-practitioner advisors.

Breaking Barriers: How to Conduct Multimethod Consumer Research

Chairs:

Robin Coulter, University of Connecticut

Matthew Godfrey, University of Massachusetts Amherst

Kelly Herd, University of Connecticut

Tami Kim, Dartmouth College

Girish Mallapragada, Indiana University

Developing multimethod research projects can be highly rewarding, but many scholars struggle with how to begin. This session encourages scholars to break down disciplinary barriers and consider research approaches outside their primary expertise to better answer important and interesting questions.

This interactive session begins with a panel discussion featuring multimethod scholars, who will share insights into how they build collaborative research teams and navigate the practical challenges of executing multimethod projects.

Participants will then engage in a brief “idea card” exercise to identify and analyze potential multimethod research projects. These ideas will be further developed during a mentor table workshop, where small groups will meet with experienced scholars to receive feedback and discuss practical strategies to advance their projects. The session concludes with a panel Q&A.

Participants will leave the session with input from experienced multimethod scholars, connections with researchers outside their primary methodological expertise, and resources to support the development of multimethod projects.

The Criticality of Wellness in Maximizing Impact: An Interactive, Mini Retreat

Chair:

Colleen M. Harmeling, University of Kentucky

We spend excruciating time learning to think in this career. We practice and master sophisticated strategies for evaluating data, such as thinking through endogeneity challenges, designing compelling experiments, and identifying complex patterns in seemingly unconnected observations. These types of thinkings, these logical exercises of the brain, they are important for success in this research career. But the mind is much more than a data processor of logic and reason. It is where we construct our reality. It is where we filter the observable evidence of the world, the “data” of the world, into our impressions of it and within this reality is our understanding of self, where we fit among our peers, and what we believe we mean to the world.

This session will be a highly interactive mini retreat where we acknowledge improper and sometimes destructive thought patterns that get in the way of the creative process our job both demands and allows. It will introduce what I will call three horsemen that can alter our analysis of the “data” we are collecting about the world around us in ways that can only be described as kinds of faulty thinkings that have the power to rob our best minds. It then presents strategies, similar to those strategies we learn for thinking through scientific data, that are trainable exercises that enable us to identify the work of these horsemen and combat their deleterious effects on self-potential. There will be movement, followed by writing, and then stillness. It will teach different practices for daily use that can help redirect the energy previously targeted toward these negative thought patterns toward positive creation of the work and life participants want.

Data Challenges and Opportunities in Global Marketing Research

Chairs:

Annette Tower, Clemson University

Yuliya Strizhakova, Rutgers University-Camden

Panelists:

Annette Tower, Clemson University

Ayşegül Özsoy, Koç University

International marketing research is more important than ever, considering the current political and economic uncertainties. One of the challenges international scholars face is the availability and accessibility of data. This session introduces several databases and highlights how they have been leveraged in international marketing research. Additionally, panelists will discuss challenges and opportunities inherent in global marketing research.

Designing Your Academic Career: Assessing Opportunities and Embracing Change

Chairs:

Robin A. Coulter, University of Connecticut

Linda L. Price, University of Wyoming

Panelists:

The panel includes both academics early in their career juggling research, editorial board service, and young families, along with accomplished scholars with experience as department head, program director, journal editor, AMA and ACR academic leadership, associate dean and dean. Broadly, panel members' careers reflect the complex ways that research and leadership pathways evolve, including pivotal moments and difficult choices.

This interactive session is designed to engage a broad audience of AMA scholars. The session will be valuable for AMA academic members at early stages of their careers who are trying to assess opportunities and navigate their evolving identities and research pipelines. It will also be informative for mid-career AMA Scholars trying to assess the varied pathways they might pursue including leadership trajectories such as journal editor, program director, department chair, associate dean and dean. The panel represents accomplished academics at a variety of career stages and with different trajectories. An important goal is to fairly represent how academic careers evolve and the various considerations, tradeoffs, and entanglements that affect those personal trajectories.

The session begins with panelists addressing targeted questions based on their specific career choices and the challenges and tradeoffs they faced moderated by the session chairs. The second portion of the session provides rich interactive opportunities as a group and in small breakouts for audience members to engage with panelists around their personalized academic identity and career stage.

Driving Research Impact Among Practitioners: Strategies and Techniques to Build Awareness and Increase Engagement

Chairs:

Greg Carpenter, Northwestern University

Bernie Jaworski, Claremont Graduate School

Creating research that has impact on both the evolution of the field of marketing and on practice of marketing can be difficult, though very rewarding. The routes to success are often opaque.

The co-chairs provide concrete examples of two potential routes. The first route is research based. Here the co-chairs walk through a case study that begins with the crafting of a top journal publication with the potential for also influencing practice. This is followed by a HBR paper that leverages in the insights and findings of the empirical research. The second route is field based. Here the process begins with interviews to “hunt” for interesting ideas, concepts or frameworks that can help practice. This can lead to either publications in top journals and/or in books (or articles) targeted to practitioners.

Working through two case examples, participants will engage in discussions with the co-chairs to create actionable strategies to increase the odds of practitioner publication and industry engagement.

Elevating Brands and Academic Visibility in the AI Age

Chairs:

Ali Besharat, University of Denver

Michael Wiles, Arizona State University

Panelists:

Troy Lerner, Booyah Advertising

Jennifer Lester, Philosophy Communication

Andy Nathan, Fortnight Collective

Scott Prindle, Spatial Matters

John Harris, Worldwide Partners

Craig Elston, Mars United Commerce

Alex Porter, Location3 Media

Chris Ferris, Pierpont Communications

Leonard Callejo, Registrar Corporation

Abra Jones, Google

This session bridges the gap between academic production and digital discovery. While scholars generate high-impact research, many lack the technical strategies to ensure their work surfaces in an era dominated by AI-driven search. Featuring a moderated panel of advertising executives and digital experts, the session explores best practices in Search Engine Optimization (SEO), Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO) and how researchers can use these tools to increase their public profile and citation impact. Participants will move from theoretical understanding to practical application through small-group brainstorming at the end, leaving with ideas on how to leverage platforms like Google Scholar and ResearchGate in the age of generative AI.

From Prompt to Pipeline: Coding Marketing Analytics with LLMs

Chairs:

Sarah Gelper, University of Luxembourg

Michael Trusov, University of Maryland

Large language models (LLMs) are rapidly entering the toolkit of researchers working in marketing analytics. Tools such as Claude Code, Cursor, Codex, Copilot, and similar AI-assisted coding environments can support multiple stages of the analytical process, including data preparation, model estimation, and visualization. At the same time, many researchers are still experimenting with how to incorporate these tools while preserving transparency, rigor, and control over their analysis.

This peer learning session provides a forum for participants to exchange ideas and experiences about using LLMs in coding and analytics workflows. Rather than presenting a fixed set of solutions, the session focuses on how researchers are currently exploring these tools and what practices are beginning to emerge.

Participants will take part in guided discussions and collaborative exploration of LLM-supported coding. Topics may include how researchers structure AI-assisted workflows, how they write prompts for analytical tasks, and how they review and validate generated code. Attention will also be given to questions of documentation and reproducibility when LLMs are involved in the coding process.

Participants will be encouraged to share their own experiences, questions, and approaches. Session leaders will help synthesize the discussion to highlight promising strategies, recurring challenges, potential risks and pitfalls, as well as areas where further experimentation may be useful.

The goal of the session is to create a space for collective learning around a rapidly evolving set of tools. Participants will leave with new perspectives, practical ideas from peers, and a better sense of how LLMs are beginning to shape marketing analytics practice.

Innovation-to-Impact: Marketing-Facing Capabilities that Convert Technology into Growth, Funding, and Risk Resilience

Chairs:

Nandini Nim, Colorado State University

Maximilian Bauer, Catholic University of Eichstatt-Ingolstadt

Panelists:

Kelly Hewett, Colorado State University

Kelly Martin, Colorado State University

Nandini Nim, Colorado State University

Michael Christofi, Cyprus University of Technology

Shashi Matta, Catholic University of Eichstatt-Ingolstadt

Maximilian Bauer, Catholic University of Eichstatt-Ingolstadt

Ruby Lee, Florida State University

Narendra Bosukonda, Florida State University

Anita Pansari, Rutgers University-Camden

Ioanna Stylianou, State University of New York, Plattsburgh

Hoorsana Damavandi, University of Tennessee, Knoxville

Laurel Johnston, University of Tennessee, Knoxville 

Brianna Paulich, University of South Florida

Georg Beckmann, EY-Parthenon

Innovation's value increasingly depends on market-facing capabilities and marketing leadership that convert technological assets and customer data into growth while sustaining credibility with customers and investors. This session integrates four studies spanning innovation acquisitions, app-based startups, data-driven public firms, and CMOs in top management teams. We show how (1) marketing integration and salesforce adoption translate acquired innovation into new-product growth, (2) customer feedback and venture responsiveness signal product-market fit and attract institutional funding, (3) customer data protection capability lowers systematic and idiosyncratic equity risk, and (4) CMO presence, contingent on TMT stability and environmental conditions, improves firm performance.

Leading with Impact: Challenges and Strategies to Succeed

Chair:

Rebecca J. Slotegraaf, Indiana University

Panelists:

Eli Jones, Texas A&M University

Amy Ostrom, Arizona State University

Beth A. Walker, Colorado State University

Susan Fournier, Boston University 

Using a fireside chat format, marketing scholars with an administrative role will discuss the importance and challenges in reinforcing a broader perspective of research impact. As a faculty member moves into an administrative position, the role introduces a new set of challenges and a broader array of stakeholders. This role exposes a broader appreciation for the value of research impact (one that goes beyond the mere count of publications or quantity of citations). Speakers will offer personal stories and ideas on future industry trends. This session will focus on fostering an intimate, conversational atmosphere with questions about lessons learned and "what if" scenarios.

New Topics on Interfirm Governance and Innovation

Chair:

Ravi Agarwal, San José State University

Panelists:

Nehal Elhelaly, Mansoura University

Sourav Ray, University of Guelph

Liuyi Wang, University of Arizona

Mrinal Ghosh, University of Arizona

Ravi Agarwal, San José State University

Alok Kumar, University of Nebraska-Lincoln

Masato Abe, UNESCAP, Thailand

Joe Cannon, Colorado State University

Aric Rindfleisch, University of Illinois Urbana-Champaign

Research on innovation and interfirm governance has increasingly emphasized the importance of organizational design, capability development, and coordination mechanisms in shaping firms' innovation outcomes. Yet important questions remain regarding how firms can balance autonomy and control, leverage capabilities flexibly without falling into rigid routines, and design governance structures that support both performance and relational sustainability. This session brings together three papers that examine these issues across a range of inter-organizational contexts, including product co-development, vertical integration, and supplier development.

One paper (Elhelaly and Ray) examines the role of firm capabilities and international collaborations in shaping innovation performance within product co-development relationships between original equipment manufacturers and their suppliers. Drawing on a unique longitudinal dataset across multiple high-tech industries, the paper provides strong empirical evidence of competency traps, showing inverted U-shaped relationships between functional capabilities and innovation performance. A second paper (Wang and Ghosh) focuses on how within-type heterogeneity in vertical integration decisions influences firms' innovation trajectories, particularly the balance between radical and incremental innovation. Using the pharmaceutical industry as a setting, the authors theorize and empirically investigate how organizing vertically integrated units as legally distinct subsidiaries versus internal divisions reflects a tradeoff between autonomous and hierarchical coordination. A third paper (Agarwal, Kumar, Masato, Cannon, and Rindfleisch) examines vendor development programs through the lens of interfirm governance, distinguishing between so-called direct and indirect development programs. Using collected data from both sides of buyer-supplier dyads in the automotive industry, the study shows that such development initiatives can generate both positive and negative consequences for buyer firms depending on the "match" between the development program at hand and the governance mechanisms that are deployed in the focal relationship. Collectively, the papers in this session advance interorganizational research by offering nuanced insights into how governance choices, organizational structures, and capability development strategies jointly shape innovation performance and interfirm relationships, while also providing actionable implications for managers navigating complex collaborative arrangements.

The Next Frontier of CRM and CX Research (2 Keynote Sessions)

Chairs:

Denish Shah, Georgia State University

Alice Li, Ohio State University

Panelists:

Mike Hanssens, University of California, Los Angeles

V Kumar, Brock University

Werner Reinartz, University of Cologne

Roland Rust, University of Maryland

Jag Sheth, Emory University

Our keynote speakers are scholars and leaders whose ideas have shaped and continue to shape the entire streams of research in CRM and customer experience. Their work has influenced how we conceptualize relationships, measure experience, and connect theory to practice in meaningful ways. In this session, they will share insights from the frontier of the field, help chart the next generation of research questions, and offer inspiration and directions for scholars at all career stages.

Nudging Priorities: The Practice of Distribution Channels and Supply Chain in Research

Chairs:

Tarun Kushwaha, University of Wisconsin-Madison

Sourav Ray, University of Guelph

The distribution channel and supply chain management domain has the following dominant characteristics: (a) it operates within a highly multi-disciplinary eco-system (marketing, operations, also technology, environment); (b) it is rooted in strong theoretical paradigms (e.g., marketing, economics, operations, organization theory, organization behavior) but operates within unique professional business practices; (c) it is frequently subjected to major technological changes; and (d) it is difficult for researchers to implement “theories in action” approaches without significant backroom access. A potential outcome of these is that many junior researchers may struggle to “see” the relevant research issues clearly.

The goal of this session will be to help junior scholars (1) identify current and emerging practices and technologies in domain; (2) generate a sense of the research trends in the domain; (3) get a headstart in problem identification for research; (4) generate a framework for knowledge co-creation in the context of industry-academia collaboration.

Rethinking Societal Impact in Marketing: Turning Emerging Tensions into Research Opportunities

Chairs:

Christopher Berry, Colorado State University

Christopher Blocker, Colorado State University

This interactive session invites scholars to thoughtfully engage in societal challenges shaping marketing and consumer research. Topics may explore issues such as fairness and bias in marketing systems, consumer vulnerability and well-being, manipulative marketplace practices, technological harms associated with AI and algorithmic decision making, sustainability tensions, and erosion of public trust, to name a few potential pathways.

The session is designed to help participants translate real-world societal tensions into meaningful scholarly opportunities. Guided discussions and collaborative activities facilitated by senior scholars with relevant scholarly experience will empower attendees to identify pressing marketplace concerns, connect them with opportunities for theory development, explore appropriate research methods, and advance societal wellbeing, all while leveraging diverse forms of relational engagement. Participants will leave the session with richer research questions, potential theoretical contributions, and concrete ideas for developing societally impactful research.

Scholarly Impact: From Idea to Contribution: A Hands-On Developmental Workshop for Early-Career Scholars

Chairs:

Nandini Nim, Colorado State University

Jonathan Z. Zhang, Colorado State University

This interactive workshop is designed to help early-career scholars refine early-stage research ideas by clarifying the phenomenon of interest, articulating a compelling scholarly contribution, and identifying concrete next steps for advancing their projects. The session focuses specifically on projects at the idea stage or early research design stage, where scholars are still shaping the research question, theoretical positioning, and potential empirical approach. By focusing on projects at this formative stage, the workshop aims to provide developmental feedback that can meaningfully shape the trajectory of the research.

- Prior to the session, participants will be invited to submit a brief description of the research idea they wish to develop during the workshop. Submissions will include a tentative project title, a short description of the phenomenon or research question, the proposed theoretical perspective or literature stream, and the anticipated methodological approach (e.g., experiment, survey, archival data, computational methods). Participants will also indicate the stage of the project, with participation limited to early-stage ideas or projects in the early design phase.
- Based on these submissions, the chairs will identify common research themes and form small working groups with related research phenomena while maintaining diversity in methodological expertise. During the session, participants will be organized into small groups of four to six individuals to facilitate focused discussion and meaningful interaction. Each group will include one or two senior scholars serving as mentors, with the remaining members consisting of junior scholars and early-career researchers.
- The workshop will begin with a short exercise in which participants will bring in their completed structured Research Idea Canvas that helps clarify the key elements of a project, including the phenomenon of interest, why the phenomenon matters, the knowledge gap or research puzzle, the theoretical anchor, the potential scholarly contribution, and possible research design.
- Participants will then briefly present their ideas within their small groups. Each idea will undergo a “contribution pressure test,” where peers and mentors evaluate the clarity of the phenomenon, theoretical positioning, novelty, and feasibility of the proposed research. Senior scholars will provide developmental feedback and suggest potential theoretical lenses, relevant literature streams, and feasible research strategies.
- Following this discussion, participants will revise their idea canvases to sharpen the framing of their research and clarify the project’s potential contribution. Selected participants will then have the opportunity to present short, revised pitches to the broader room, where mentors will provide rapid developmental feedback and identify possible next steps to advance the project.

The session emphasizes engagement, structured discussion, and learning-by-doing rather than passive listening. Participants will leave with a refined research concept, a clearer articulation of the phenomenon and theoretical contribution, and concrete next steps for moving the project forward.

Sheth Medal Session

Chair:

Anders Gustafsson, BI Norwegian Business School

Celebrate one of marketing's highest honors as this session recognizes the recipient of the Sheth Foundation Medal—an award that honors a scholar whose career has made enduring and transformational contributions to marketing scholarship and practice. Awarded biennially, the medal recognizes impact that extends beyond academia to influence for-profit, not-for-profit, and governmental organizations. During this session, the Sheth Foundation Medal recipient will be honored, with reflection on the profound and lasting influence of their work across the field of marketing and beyond.

Teaching AI with AI: Prompt Engineering, Guardrails, and Assignments

Chairs:

Sarah Fischbach, Pepperdine University

Michael Pettiette, University of Houston-Downtown

A hands-on lab on using generative AI to support teaching—course prep, assignments, and in-class activities—with a focus on prompt engineering, clear guardrails, responsible use, and human-AI collaboration. We'll also weave in key AI-driven shifts in industry practice (e.g., content creation, media buying, and Generative Engine Optimization/GEO) that should be reflected in course content so students see how these tools actually show up in modern marketing work, helping participants enhance existing teaching and, where appropriate, reboot or design new marketing, digital, and sales courses.

Unresolved Conundrums in Marketing Strategy – An Interactive Session on Emerging Phenomena and Future Research Directions

Chairs:

Hui Feng, Iowa State University

Julian R.K. Wichmann, Tilburg University

Xiaoxu Wu, Colorado State University

This session aims to help strategy scholars—especially junior faculty and advanced PhD students—clarify emerging challenges and unresolved conundrums in marketing strategy by synthesizing what we currently understand, highlighting open questions, and collaboratively outlining promising directions for future research.

Participants will leave with:

- Clear articulation of three high-priority unresolved conundrums in marketing strategy
- Concrete research questions that can be pursued immediately
- Early-stage feedback and perspective from senior scholars
- A sharper sense of where strategy research is headed—and how to contribute to it

What's Next for Innovation? Research, Practice, and Teaching Perspectives

Chairs:

Deepa Chandrasekaran, UT San Antonio

Suyun Mah, Singapore Management University

Panelists:

Minu Kumar, San Francisco State University

Aric Rindfleisch, University of Illinois Urbana-Champaign

K. Sivakumar, Lehigh University

Rebecca J. Slotegraaf, Indiana University

This panel brings together a distinguished group of marketing scholars whose expertise spans editorial leadership and cutting-edge research and teaching experience in new product development (NPD), innovation, and digital technologies. Together, the panelists offer complementary and forward-looking perspectives on the importance of innovation in our rapidly changing world, how technological change is reshaping NPD research, practice, and service, as well as how marketing scholars can adapt their research agendas and professional roles in response. This interactive panel will provide attendees with insights into emerging research and teaching opportunities in innovation, a clearer understanding on where the field is headed, and how to align our work in teaching, research, and service in the context of emerging technological realities, opportunities, and challenges. This panel will be of broad interest to scholars at all career stages.