The 2015 La Londe Conference on Marketing Communications and Consumer Behavior
La Londe les Maures (French Riviera), June 2-5, 2015

The 42nd International Research Conference in Marketing organized by the Aix Graduate School of Management - France

http://www.cerog.org/lalondeCB/CB/

Topics of Interest
We invite the submission of papers providing theoretical or empirical advances in understanding and/or predicting consumer behavior. In addition to papers with a focus on consumers’ responses to marketing communications, we invite papers that provide contribution to understanding of all aspects of consumer behavior. Meta-analyses of consumer behavior research are also welcome. All papers will be double-blind peer reviewed.

Outcomes
A number of papers will be invited for publication in a special issue of the Journal of Marketing Behavior. A Best Paper Award will be announced during the conference.

The Character of the Conference
The conference is held at the Agelonde resort located in La Londe les Maures, a village on the French Riviera (department of Var), 26 miles from Saint-Tropez and 48 miles from Nice. It is characterized by a friendly and informal atmosphere of exchange between top-level CB researchers from all over the world.

Chairpersons:
PROFESSOR Margaret C. Campbell, Leeds School of Business, University of Colorado at Boulder, USA.

PROFESSOR Elizabeth Cowley, The University of Sydney Business School, Australia.

Keynote Speaker:
PROFESSOR Dan Ariely, The Fuqua School of Business, Duke University, USA.

Coordinators:
Dwight Merunka and Virginie De Barnier, Aix Graduate School of Management, Aix-Marseille University, France.

The Selection Process - Papers
We call for original papers, written in English. Authors are free to subsequently
publish their paper in any journal of their choice. Some papers will be invited for publication in a special issue of the *Journal of Marketing Behavior*; if you would like your paper to be considered for this special issue, please note your interest on the top of the title page and in the body of the email submitting the paper. Manuscripts should not exceed 25 pages, double spaced, including appendices, tables (within the text), and references (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points). References will follow the *Journal of Marketing Behavior* guidelines (note that these are different from many CB journals; take careful note: http://nowpublishers.com/journals/JMB/author-instructions). The first page will be reserved for the title, the name of the author(s) and the address (including e-mail). The second page will contain the title, a summary (200 words maximum) and key words.

Submitted manuscripts must be sent **no later than 11:59 pm EST January 9, 2015**. Papers will be selected based on 2 blind reviews (from members of the Scientific Committee and from ad hoc reviewers). Authors will be notified **before March 12, 2015** as to the acceptance of their manuscripts.

**Transmission**

E-mail transmission only – include La Londe in the Subject line. Please send one copy to the two chairpersons and the coordinators: meg.campbell@colorado.edu, L.Conference@econ.usyd.edu.au, and lalonde@iae-aix.com

E-mail your paper as attachment naming it as follows: first 4 letters of the last name of the first author and date paper sent (e.g. name 01-01-2015.doc).

**Contacts**

The administrative officer Jeanette THEOKRITOFF will be happy to give you more details about reservations and other practical aspects of the conference.

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**Deadline for paper submission: January 9, 2015**

**Notification to the authors: March 12, 2015**