

## TPM Asia 2016

**(Updated May 2 with Industry Speakers, New Submission Extension, and JMR collaboration)**

GANGNAM STYLE AND BEYOND:

CREATIVE INDUSTRIES, MARKETING AND CONSUMER BEHAVIOR

CONFIRMED INDUSTRY KEYNOTE SPEAKERS INCLUDE:

Kyung-soo Bae, Executive Producer, "The Descendants of the Sun" Megahit K-Drama  
Sundar Raman, CEO SPORTS NIL, formerly COO of the IPL (Indian Premier League)  
Vivek Nayer, CMO, Mahindra & Mahindra  
Aaron Lau, President Cheil International  
Hee Young Noh, CEO, YG Food

Hosted by Yonsei School of Business School and the Korean Marketing Association, the first Asia-based Theory + Practice in Marketing (TPM) Conference will be held at **Yonsei School of Business in Seoul, Korea on June 24, 2016**. The conference is scheduled to allow people coming to Asia to adjacently attend Marketing Science at Fudan University in Shanghai (June 16~18) and/or the Luxury Symposium at Singapore Management University (June 20~21).

As the U.S. based TPM conferences, papers are welcome within any of the major areas and sub-disciplines in marketing: quantitative marketing and marketing science; consumer psychology and behavior; and marketing strategy. Papers should be focused on a relevant marketing topic and may draw on related disciplines such as economics, psychology, sociology or other related fields and use any type of relevant methodology (Bayesian, structural equation modeling; experiments, ethnography or any other pertinent methodology). In the spirit of TPM, the paper should identify the practical issue that is being addressed from a theoretical perspective and also discuss implications of the research for practice.

One particular focus of the TPM Asia conference (<http://theorypractice.org/asia/>, in the form of a couple of Special Sessions) will be emerging trends in creative content industries and their impact on marketing strategy, consumer behavior and marketing modeling. South Korea ranked first as the "Most Innovative Country" in the 2016 Bloomberg Index of Innovativeness; its neighbors Japan and China came in fourth and 21<sup>st</sup> thereby indicating the overall innovativeness of the region. In addition to being home to electronic giants like Samsung and LG – and, of course, Gangnam Style, South Korea is also a successful exporter of its cultural contents such as movies (K-drama), food, (K-food), cosmetics (K-beauty) and popular music (K-Pop). The Special Sessions will examine, for example, the interplay between technology, content curation and delivery. If you have a paper addressing this theme, please identify it with the label "CREATIVITY" so that it may be allocated to one of the Special Sessions on this theme. The best papers from the conference will be selected for submission to a special section TPM in Asia in the *Journal of Marketing Research (JMR)*, also "Foundations and Trends in Marketing,"

and the Asian Marketing Journal. Please note that with the *JMR* TPM issue there is **NO methodological or thematic constraints** as long as the research topic is line with the aim of TPM to have relevance and impact.

Consistent with the mission of TPM, in addition to being a forum for practice-oriented academic research, the conference will offer talks by Chief Marketing Officers and Chief Technology Officers, for example, from top entertainment and content companies from Asian countries. The aim is to foster not only exchange of views on marketing strategy and changes taking place in consumer behavior, but also provide linkages for corporate and academic collaboration that can lead to field-relevant research. Toward that end, the conference will include an extra day of field trips to best practices sites on June 23<sup>rd</sup>, 2016 and “cultural” activities.

## Submission Guidelines

We encourage you to submit your most impactful research for presentation at this conference. Submissions should be no more than 10 PowerPoint slides or an abstract (under 2 pages) and must include the following:

1. **Audience & Motivation** – What is your research motivation? Whose problem are you solving? In the first 1 to 2 slides, clearly establish the research motivation and identify a target audience and the issue they are grappling with.
2. **Impact** – What is your finding and what change in behavior or are you advocating? In the next 1 to 2 slides, describe the before-and-after scenario, including the effect size in layman’s terms.
3. **Method** – What provides confidence in your results? In the next 3 to 5 slides, briefly describe your methods and limitations/generalizability.
4. **Linking Theory to Practice** – On the last slide, clearly describe how your research links marketing theory to practice.

A committee of experts will select the accepted submissions that will be presented at the conference.

## KEY DATES AND TIMELINES

**Submission deadline:** May 29, 2016 (midnight CST)

**Decision:** June 7, 2016

**Early Bird registration ends:** June 13, 2016

Conference dates: June 23~24, 2016

## **SUPPORTED BY**

We are delighted to announce that the *Journal of Marketing Research* (JMR) will be collaborating with TPM in Asia on a special section based on the accepted submissions to the conference.

The topic of this special section is to be broadly in line with the aims of TPM, namely on “relevance” and “impact.” There are no methodological or thematic constraints. Of course, rigor is a necessary condition.

Presentations accepted to the conference will be invited for submission to the special issue/section of *JMR* and will undergo a formal (regular) review process.

**SUBMIT To:**

[tpm.asia.2016@gmail.com](mailto:tpm.asia.2016@gmail.com)

# Hotel Info



**The Sangnam Institute of Management  
Yonsei University  
Yonsei-ro 50, Shinchondong  
Seoul, Korea**

**Room Block Dates**  
June 23 & 24, 2016

**Price**  
\$80 per night (twin) if registered with conference

**Contact (Korean Marketing Association)**  
82.2.2123.4689