

## CALL FOR PAPERS: 2024 SIMktg-GAMMA JOINT SYMPOSIUM

<b>Conference</b>	2024 Global Marketing Conference at Milan
<b>Organizer</b>	Global Alliance of Marketing & Management Associations
<b>Track</b>	<b>2024 SIMktg-GAMMA JOINT SYMPOSIUM</b>
<b>Joint Symposium Organizers</b>	SIMktg – The Italian Marketing Association Global Alliance of Marketing & Management Associations
<b>Theme</b>	<b>Innovative Marketing for Fashion</b> Potential Topics (but are not limited to): New Marketing approaches, research streams, theoretical frameworks for Fashion; Fashion and Technology with particular attention devoted to Fashion and digitalization processes, Fashion and the Metaverse, Fashion and AI, Fashion and Neuromarketing.
<b>Co-Chairs</b>	<b>Raffaele Donvito</b> , University of Florence, Italy <i>e-mail: raffaele.donvito@unifi.it</i> <b>Andrea Moretti</b> , University of Udine, Italy <i>e-mail: moretti@uniud.it</i> <b>Alice Mazzucchelli</b> , University of Milan-Bicocca, Italy <i>e-mail: alice.mazzucchelli@unimib.it</i> <b>Laura Grazzini</b> , University of Florence, Italy <i>e-mail: laura.grazzini@unifi.it</i>
<b>Date</b>	<b>July 11-14, 2024</b>
<b>Venue</b>	<b>University of Milan, Milan, Italy</b>
<b>Submission Deadline for SIMktg-GAMMA Joint Symposium</b>	<b>March 10<sup>th</sup>, 2024</b>
<b>Submission System</b>	Through the <i>Submission</i> menu in "2024 Global Fashion Marketing Conference Submission at Milan" link: <a href="https://2024gfmc.imweb.me/24452063">https://2024gfmc.imweb.me/24452063</a>
<b>Submission Guidelines</b>	Electronic submission should be sent to the appropriate track chair in the preferred track by the conference submission system. A Word document containing the manuscript should be sent to a proper track chair by our submission system. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically.  Manuscripts must follow the GAMMA Conference and Symposium Guidelines for Submission and Reference Style of GAMMA in the Notice of the 2024 GFMC on the Milan homepage below ( <a href="https://2024gfmc.imweb.me/">https://2024gfmc.imweb.me/</a> ). <b>Manuscripts should not exceed 5 pages</b> (single spaced) <b>for abstracts</b> or 20 pages for

full papers in double space. We invite Authors to consider the abstract format as the most appropriate manuscript format for this Joint Symposium. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

**Sponsoring  
Journal**

The **Italian Journal of Marketing** will publish a **Special Issue** with selected papers presented at the 2024 Global Marketing Conference in Milan on "**AI-driven technology disruption in the global fashion ecosystem**". If you want your paper to be considered for possible publication in the Italian Journal of Marketing, then please inform the chairs of the Joint Symposium and tracks and check the CFP here, for topics, instructions, and deadlines:

<https://link.springer.com/journal/43039/updates/26649410>