

XXII SIM Conference

**Università di Napoli Parthenope
10 -12 Settembre 2025**

The Marketing-Innovation Nexus
Past Insights for Future Challenges

Chairs

**Maria Rosaria Napolitano
Michele Simoni**

Call for papers

In the current landscape, characterized by rapid technological advancements and profound socio-economic transformation, we are witnessing a paradigm shift where innovation and marketing are undergoing a process of co-evolution. This co-evolutionary phenomenon can be explored from multiple perspectives. On one hand, it requires reflections on firms' ability to innovate in how marketing is conceived and practiced, thereby creating value through increasingly personalized, engaging, immersive, and co-created products and experiences. This evolution occurs in response to growing market challenges, societal expectations, and the exploitation of technological innovations. On the other hand, it necessitates considerations regarding the marketing resources and capabilities required by firms to engage in business innovation and entrepreneurial idea generation amid the dynamic changes in the market and underlying technological paradigms.

For instance, marketing automation tools are revolutionizing how marketing decisions are made at the corporate level, enabling companies to manage internal processes and customer relationships more effectively. Additionally, the transformative impact of Generative Artificial Intelligence is exponentially improving productivity in content marketing, prompting deeper reflections on issues such as the role, competencies, and capabilities of human beings in marketing, the ethical use of customer-generated data, and the sustainability and fairness implications of new products and services.

Technological and non-technological innovations, combined with firms' ability to integrate them with the market in a synergistic manner, increasingly form the foundation upon which an organization builds its innovation culture. Corporate values, brand identity, history, creative competencies, technological adaptability, and organizational flexibility become the cornerstones of how marketing and innovation are conceived and operationalized.

The SIM Conference 2025 aims to explore the intersection of marketing and innovation by examining how firms reinterpret and renew their value propositions to generate a positive impact on individuals, communities, and society.

Sede Legale

Dipartimento di Scienze Economiche ed Aziendali
Università di Parma - Via J.F.Kennedy 6, 43100 Parma
C.F. 93053280504 - P.I. 01718720509

Segreteria organizzativa

Dipartimento Comunicazione e Ricerca Sociale - CORIS
Sapienza Università di Roma - Via Salaria 113, 00198
+39 06 4991 8325 - info@simktg.it

Submission Categories

Submissions can fall into the following categories: Full Papers, Short Papers, Marketing Cases, Posters (to be displayed in a dedicated session). Full and Short Papers not selected for presentation in parallel sessions may be presented in the poster session.

Awards

The following awards will be granted:

- **Best Conference Paper Award**
- **Selected Paper Awards** for each thematic section

Conference Proceedings

All accepted contributions (Full Papers, Short Papers, and Posters) will be included in the conference proceedings, unless authors request otherwise. Contributions may be included in their original format or as extended abstracts (see formats below). Marketing Cases follow a different process and may be selected for subsequent publication in the Pearson Management & Marketing Cases series.

Participation and Registration

To participate in SIM Conference 2025, authors must be registered as **SIM 2025 members**. The **registration deadline is July 31, 2025**, and registration will be available exclusively online. Detailed information will be published on the conference website (www.simktg.it). Papers not regularly presented in their respective sessions will not be considered for proceedings inclusion, awards, or publication opportunities.

Thematic Sections

Submissions must align with one of the following thematic sections:

1. International Marketing
2. Consumer Behavior
3. Marketing Communication & Branding
4. Business-to-Business Marketing
5. Retailing, Sales, & Trade Marketing
6. Tourism, Culture & Arts Marketing
7. Technology and Innovation Marketing
8. Digital Marketing
9. Sustainable Marketing and Inclusivity
10. Services Marketing
11. Marketing Cases
12. Marketing in Entrepreneurial Ecosystems - Special Track UNESCO Chair
13. Special Sessions*

*Members may propose special sessions on emerging or cross-sectional topics. Proposals should be sent to info@simktg.it.

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Submission Guidelines

- **A paper may not be submitted to more than one thematic section.**
- **Previously published or accepted papers from other conferences should not be submitted in their original form.**
- **A single author may not submit more than three contributions** (Full Papers, Short Papers, Cases, or Posters) across any section. In other words, the same SIM member cannot appear in more than three papers, cases, posters. Exceeding this limit may result in exclusion.
- **Papers may not have more than five authors.**

Submission Deadlines

- **Paper Submission Deadline:** June 30, 2025
- **Notification of Acceptance:** July 15, 2025
- **Submission Platform:** <https://simconference.confnow.eu/>

Paper Formatting Guidelines

Full Paper:

- **Abstract:** 250 words (max 1500 characters)
- **Keywords:** 4-6
- **Font:** Times New Roman, size 10 (notes in size 9)
- **Margins:** Top 5 cm, Bottom 6.2 cm, Left 4.4 cm, Right 4.4 cm
- **Single-spacing**
- **Maximum Length:** 20 pages (including figures, tables, and references)

Short Paper:

- **Abstract:** 250 words (max 1500 characters)
- **Keywords:** 4-6
- **Font:** Times New Roman, size 10 (notes in size 9)
- **Margins:** Top 5 cm, Bottom 6.2 cm, Left 4.4 cm, Right 4.4 cm
- **Single-spacing**
- **Maximum Length:** 5 pages (all-inclusive)

Marketing Cases:

For submissions in the **Marketing Cases** track, please refer to the **Pearson Management & Marketing Cases** author guidelines: <https://it.pearson.com/docenti/universita/partnership/casi-studio-he.html>

Poster:

- **Abstract:** 250 words (max 1500 characters)
- **Keywords:** 4-6
- **Font:** Times New Roman, size 10 (notes in size 9)

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- **Margins:** Top 5 cm, Bottom 6.2 cm, Left 4.4 cm, Right 4.4 cm
- **Single-spacing**
- **Maximum Length:** 3 pages (all-inclusive)

Proceedings Inclusion Options

- Original submissions (Full or Short Papers) may be included in the proceedings with author names.
- Poster submissions may be included as originally submitted.
- Full and Short Papers assigned to the poster session can be included in their original format.
- Authors may request exclusion from the proceedings.
- Alternatively, an **extended abstract** (max 2 pages) may be submitted after the conference, including:
 - Title
 - Authors and affiliations
 - Keywords (4-6)
 - Abstract (250 words, max 1500 characters)
 - Font: Times New Roman, size 10 (notes in size 9)
 - Margins: Top 5 cm, Bottom 6.2 cm, Left 4.4 cm, Right 4.4 cm
 - Single-spacing
 - **Maximum Length:** 2 pages

Presentation Formats

- **Full Papers, Short Papers, and Marketing Cases:** Authors may choose their preferred presentation format (e.g., PowerPoint).
- **Posters:** Authors should print their contribution on **A1 size paper (portrait orientation). Authors can use several A4 pages to get the same effect. Please, use background light colors. Ensure at least one author is present during the session. Posters should be **visually engaging**, structured into **3-4 sections**, and include **illustrations, schemes, or graphs** to facilitate discussion.
- **Layout**
 - Font: Times New Roman
 - Title size: max 36
 - Section titles: max 30
 - Text: max 24
- For further details, please visit: www.simktg.it

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