



**40<sup>e</sup> CONGRÈS  
INTERNATIONAL  
DE L'AFM**

**5-7 juin 2024  
Université Paris  
Dauphine - PSL**



40th INTERNATIONAL CONFERENCE OF THE FRENCH MARKETING ASSOCIATION

CALL FOR PAPERS

## **VALUE(S) AND MARKETING: CREATING AND DESTROYING VALUE(S) FOR SOCIETY**

The French Marketing Association (AFM) brings together teachers, researchers, and practitioners around marketing research and marketing practices in a spirit of community. Each year, the AFM annual congress provides a forum for the scientific community and practitioners to reflect on the latest marketing topics and hot topics. This 40th congress, organized by the University Paris Dauphine-PSL and the Dauphine Research in Management research center (DRM), will be an opportunity to celebrate the 40th anniversary of the AFM.

### **THE THEME OF THE CONFERENCE**

Questioning the role of marketing in creating or destroying value for society requires us to examine the positive and negative impacts of marketing on individuals, organizations, and society as a whole.

While the so-called value-positive marketing approach (Gopaldas, 2015) emphasizes marketing's ability to satisfy consumer needs, stimulate innovation, and foster economic development, other more critical perspectives denounce its manipulative practices, negative environmental impact, and its role in reinforcing social inequalities. Therefore, following on from the 39th AFM conference in Vannes, can we define a responsible approach to marketing, ensuring that it creates sustainable value for society while minimizing negative effects (Dekhili, Merle, & Ochs, 2021; Volle & Schouten, 2022)? How can we envisage transformative marketing (Kumar, 2018)?

It is then up to marketing practitioners and researchers to take up this issue in order to identify the stakes and stakeholders involved in value creation/destruction, and to question the strategies associated with them (Rivière & Mencarelli, 2012; Zainuddin and Gordon, 2020; Mencarelli & Rivière, 2021).

This first requires clarifying the various notions of value and examining their impact on the mechanisms of creation and/or destruction, in order to encourage a process of reflection and improvement in marketing concepts and practices (Kotler et al., 2022; Porter & Kramer, 2011).

From this perspective, a number of generic questions arise regarding the multiple nature of the notion of value and how to characterize it: How can we grasp the different concepts of value in marketing? What methodological tools should be used to identify and measure them?

In the light of recent changes (scarcity of natural resources, pandemics, decarbonization, development of artificial intelligence, geopolitical shifts, development of the circular economy, sobriety, gender, social justice), what is the impact of environmental, technological, economic, and societal changes on notions of value?

In addition, the evolution of the notion of value concept from its classical meaning - economic and commercial value - to a broader meaning, such as sustainable, environmental, and societal value, raises the question of identifying the stakeholders involved in the creation/destruction of value. In particular, who are the beneficiaries or victims of these approaches?

We also need to investigate the nature of the processes to be mobilized, and identify the factors that promote or undermine (positive) value. What are the effective mechanisms for creating value? How should value be distributed among stakeholders? Can we reconcile value creation and sobriety?

These questions compel us to continue studying the respective impacts of responsibility and ethical approaches in marketing on value creation. More broadly, it raises the question of assessing the contribution of marketing to the functioning and well-being of society (Wymer, Gross, Helmig, 2016).

What value(s) can marketing bring to society, or destroy? What indicators should be mobilized to measure it/them? What are the tensions between these different values in relation to stakeholders, and how can they be managed? What impact does marketing have on the dissemination of sociocultural values and public opinion?

The still recent Kantar AFM study (2022) highlights the negative representations of the French towards marketing. In this context, can and should marketing professions be upgraded? If so, how can it be developed with a view to improving its contribution to society, particularly in terms of value? What is the meaning and nature of this contribution? Which actors could/should take charge of these issues? What should be the agenda for reflection and action?

Answering these questions requires educators and researchers to consider the content of value-focused training for future marketing managers. Should they define new skills, design and test "good" value-creating practices, and measure their effectiveness through the development of new KPIs?

A new dialogue is needed between all the actors involved. At the very least, educators and researchers need to create value through their publications and the training they provide for students, and practitioners need to create value through their product-service offerings.

The research on the development of **more value-creating marketing** is therefore the focus of the 40th AFM congress.

The following themes are proposed (the list is not exhaustive):

- Positive marketing
- Influence marketing and value
- Responsible communication
- Data marketing and privacy protection
- Sustainable business models and marketing

- Responsibility and value of marketing
- Research ethics and value
- Transforming marketing education in response to societal challenges
- Performance and markets
- Marketing and waste
- Value and methodological advances
- Technological transformations and marketing
- Sociocultural values and marketing
- Price and value
- Empowerment and marketing
- Territorial marketing
- CSR (Corporate Social Responsibility) and marketing value
- Marketing and societal well-being
- Marketing and pro-environmental issues
- Value and giving
- Vulnerabilities and market access
- Marketing and inequalities / social justice
- Circular economy and consumption
- Marketing and sobriety
- Marketing's role in society
- Marketing value and stakeholders

while we encourage all submissions, regardless of this year's theme, we invite all authors to conclude their submission with a few lines of reflection on the topic of value. As far as possible, all conclusions will be analyzed to produce a synthesis of our reflections on the theme of "Value(s) and Marketing."

Béji-Bécheur A. and Gomy P. (2022). Quelles sont les représentations du marketing auprès des français ?, Etude Kantar-afm.

Dekhili S. Merle A. and Ochs A. (2021). *Marketing durable*. Pearson.

Gopaldas A. (2015). Creating firm, customer, and societal value: Toward a theory of positive marketing, *Journal of Business Research*, 68, 2446-245.1

Kotler, P., Keller, K., Manceau, D. & Hemonnet, A. (2022). *Marketing management*. 16e éd. Pearson.

Kumar, V. (2018). Transformative Marketing: The Next 20 Years. *Journal of Marketing*, 82(4), 1–12.

Porter M. and Kramer M.R. (2011), The big Idea: Creating Shared Value, *Harvard Business Review* , 89, 2-17.

Rivière A. and Mencarelli R. (2012). Vers une clarification théorique de la notion de valeur perçue en marketing. *Recherche et Applications en Marketing (French Edition)*, 27(3), 97-123.

- Mencarelli, R., Rivière, A. (Eds.). (2021). *La valeur perçue en marketing: Perspectives théoriques et enjeux managériaux*. Presses universitaires de Provence.
- Volle P. and J. Schouten (2022). *Marketing (plus) durable ?* De Boeck Supérieur
- Wymer, W., Gross, H.P., Helmig, B. (2016), Nonprofit Brand Strength: What Is It? How Is It Measured? What Are Its Outcomes?. *Voluntas*, 27, 1448–1471.
- Zainuddin, N. and Gordon, R. (2020), Value creation and destruction in social marketing services: a review and research agenda, *Journal of Services Marketing*, Vol. 34 No. 3, pp. 347-361.

## The place

### Paris Dauphine-PSL University

This year, you will be welcomed at the University Paris Dauphine-PSL in western Paris, on the edge of the Bois de Boulogne. Established in 1968, Paris Dauphine-PSL University trains researchers, artists, entrepreneurs, leaders, and managers who are aware of their individual and collective social responsibilities. It focuses on two major strategic axes: AI and digital transformation on the one hand, and sustainable development and social responsibility on the other. With its constantly evolving educational offering, the international reputation of its scientific teams, and the recognition of its development model achieved with EQUIS accreditation, Dauphine is a creative, responsible, and resolutely forward-looking university.

Dauphine has been part of the PSL University cluster since 2010, alongside ten other prestigious Parisian institutions. With 2,900 faculty members, 17,000 students, 140 research centers, and several incubators, fab labs, and co-working spaces, PSL is a recognized as one of the world's top 50 universities by THE (Times Higher Education) and QS (Quacquarelli Symonds).

Within Dauphine, DRM (Dauphine Research in Management, Joint Research Unit CNRS 7088) was created in 2005 and is one of the French leading research centers in management sciences. Its areas of expertise include marketing (DRM-Ermes), strategy, finance, organizational theory, human resources management, information systems, innovation, as well as accounting and management control.

DRM is a multidisciplinary generalist research center characterized by diversity, in terms of theoretical foundations, research topics, and quantitative and/or qualitative methods. The unit contributes to the strategic positioning of the University of Paris-Dauphine, based on organizational sciences.

## SUBMISSION FORMATS

"For all types of formats, submissions must be made on the platform: <https://afm2024.sciencesconf.org/> in the 'Mes dépôts' section. All submissions can be made in French or English. For each submission, an abstract must be provided in both French and English.

- **CLASSIC PAPERS:** The format consists in presenting conceptually and/or empirically mature research. The paper must be no longer than 5 pages (Times 12, single-spaced, 2.5 margins), excluding the title page, references, and appendices.
- **SPECIAL SESSIONS:** This format consists in presenting a common theme through the joint proposal of three papers articulated around to an innovative, important, emerging, or current topic related to the conference theme. The special session is not a simple juxtaposition of three papers but rather the identification of a major theme and discussion of the contribution of these three research works to a better theoretical and practical understanding of the theme. Therefore, in addition to presenting a summary of the three papers, the submission must highlight this theme (common thread) in an introductory section (5 pages) and presents a joint discussion of the theoretical and managerial implications.

Interdisciplinarity and/or diversity of author affiliations (research centers, institutions, GIT, etc.) are encouraged. The submission should not exceed 17 pages (Times 12, single spacing, 2.5 margins), including:

- Introduction (5 pages): presentation of the theme, objectives of the session, joint discussion of theoretical, methodological (if applicable), practical, and societal contributions.
  - The three papers (12 pages).
- **VIDEOGRAPHIES:** Submissions can be made in the form of videographies. The film should address marketing phenomena (consumption phenomena, company practices, etc.) in an audiovisual and scientific way. The proposed film must be between 10 and 30 minutes in length (maximum), and filmed and edited to a satisfactory standard of technical and scientific quality (raw materials should be avoided). A written document of between 300 and 1500 words (excluding bibliography) (Times 12, single-spaced, 2.5 margins) presenting the research and indicating the approach taken, its purpose and scope, must accompany the videography. If accepted, this document will be published in the conference proceedings. A 50-word abstract must also be provided, along with and a list of keywords (up to 5). Films must be accessible from a video platform (such as Vimeo or YouTube) with password-protected access. The link and password must be provided on the sciencesconf platform at the time of submission. All author information and credits must be removed to allow blind review. These elements will be added to the final submission in the event of acceptance.
  - **WORKING PAPERS:** The working paper should be submitted in extended abstract format (750-1000 words, Times 12, single-spaced, 2.5 margins, excluding references and appendices). The aim is to present emerging research (a research project) in its early stages, focusing on an innovative and original topic. Authors will take advantage of this submission format to address the specific questions they are asking themselves in order to develop their work in progress. Working papers will be presented in poster sessions or special sessions in the form of a '180-second presentation'. In these dedicated working paper sessions, authors will have the opportunity to present their work and receive comments and suggestions from participants. If accepted, the author will prepare a poster (in the case of poster sessions) to be displayed during the session (detailed instructions will be included in the acceptance notification)."

In their first versions, all submissions, regardless of format, must not include the authors' names or contact details in the first page. The text as a whole must of course not allow authors to be identified.

**The title of the submission must be written in lower case (except the first letter) and bold.**

**ATTENTION: For the first submission, authors' names should only be provided on the Scienceconf platform and not on the text of the submission itself, in order to anonymize the submission which will be sent to the reviewers.** Subsequently, if the submission is accepted, the authors' names and contact details will be indicated on the title page.

All submissions, regardless of the format, are subject to double-blind evaluation by two reviewers, and papers accepted at the end of this process are assigned to sessions covering similar or related themes.

At least one author must be available to present his/her work at the conference.

## **THE CALENDAR**

October 16, 2023: Opening date for online submissions

December 4, 2023: Deadline for online submission (this date is imperative, no submissions received after this date will be accepted)

February 15, 2024: Notification of decisions to authors and modifications requested

March 20, 2024: Deadline for receipt of final papers

The conference website: <https://afm2024.sciencesconf.org/>

Contact : [afm.congres2024@gmail.com](mailto:afm.congres2024@gmail.com)

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