



**The 2025 La Londe Conference  
Consumer Behavior and Marketing Communications**

Porquerolles Island (French Riviera), June 3 - June 6, 2025

The 50th International Research Conference in Marketing  
organized by the CERGAM Research Center,  
Aix-Marseille Graduate School of Management & Toulon Graduate School of  
Management – France



**Chairpersons**

**Danit Ein-Gar**, Coller School of Business, Tel-Aviv University

**Nailya Ordabayeva**, Tuck School of Business, Dartmouth College

**Gabriele Paolacci**, Rotterdam School of Management, Erasmus University Rotterdam

**Keynote Speaker**

The name of the keynote speaker is kept secret... Let's play a little for this 50th edition!

**Coordinators**

**Aurélie Hemonnet**, Cergam, Aix-Marseille University

**Fanny Magnoni**, Cergam, Aix-Marseille University

**Brigitte Müller**, Cergam, University of Toulon

**Isabelle Muratore**, Cergam, University of Toulon

**The Character of the Conference**

The 2025 conference will take place at the Igesa resort located on the magnificent and car-free Porquerolles Island in the Mediterranean Sea (in front of the city of Hyères, department of Var, 32 miles from Saint-Tropez and 69 miles from Nice). Rich intellectual exchange between top-level CB researchers from all over the world, friendliness and informality are part of the tradition of the event, greatly enhanced by the beautiful setting in a Mediterranean seashore environment.



### **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 a contribution to understanding all aspects of consumer behavior. All papers will be double-blind peer reviewed.

### **The Selection Process – Papers**

We call for original papers, written in English. Original papers might follow into two categories: competitive papers or flash talks papers (shorter presentation time). The flash talks are meant to be shorter presentations to showcase ongoing research. It is aimed at researchers who may be interested in discussing recently launched research projects. Every session will include a combination of presentations of competitive papers and flash talks.

### **Submission**

Authors are invited to transmit their submissions via a conference management interface. The link to this interface will appear on the conference website (coming in September).

Conference website: <https://iae-aix.univ-amu.fr/fr/faculte-recherche/conference-la-londe>

To present at the conference, either with a competitive paper or a flash talk paper, we invite the submission of a full paper (maximum 4000 words). This includes everything: the cover / title page with abstract, references, appendix, tables and figures. Any paper exceeding the limit will not be included in the review process. Papers should be 1.5 spaced, Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font), 2.5cm margins at all sides (top, bottom, left, right). The first page should be reserved for the title, the name of the author(s) and the address (including e-mail). The second page should contain the title, a summary (150 words maximum), and 5 keywords. Figures and Tables should be integrated within the text as close as possible to where they are first mentioned. References should follow the APA style guidelines (<https://apastyle.apa.org>).

We will use the same submission guidelines for both papers, but authors can indicate their submission preference (flash, competitive, indifferent) on the submission platform. The program committee will try to take this preference into account, though, depending on the balance of papers in the session this choice will not be binding.

An individual can be associated with multiple papers (as an author or co-author), but an individual can only be the presenting author of one submission. The presenting author commits to attending the conference and presenting the paper when the paper is accepted.

Manuscripts must be submitted **no later than January 6, 2025**. Papers will be selected based on two blind reviews. Authors will be notified **before March 10, 2025** regarding decisions on their manuscripts.

### **Contacts**

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

E-mail: [laondeconsumer.behavior@iae-aix.com](mailto:laondeconsumer.behavior@iae-aix.com) ; phone : +33 (0)4 13 94 26 35.

**Important dates**

Deadline for paper submission: January 6, 2025

Notification to the authors: March 10, 2025

**La Londe Conference:**

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