

Royal Bank International Research Seminar  
Culture and the Interconnected Consumers

## CALL FOR PAPERS

The thirteenth meeting of the Royal Bank International Research Seminar will take place at the John Molson School of Business in Montreal, on September 26-28, 2019. This seminar is sponsored by the *Journal of Business Research*. The main topic of this seminar is to explore the role of culture for interconnected consumers. The main objective of the seminar is to bring together international researchers from different disciplines interested in advancing knowledge on the role of culture in a rapidly changing world, where borders are losing their traditional protective function, markets are becoming more integrated and interconnected, but at the same time some cultural groups are reaffirming their identities. In recent developments, the digital transformation continues to accelerate; technology affects interpersonal relationships more than ever before requiring researchers to reconsider established paradigms in relation to current and future information technologies. Marketers must now deal with the dual demands of globalized and localized communication programs and the influence of new information technologies on the increasingly interconnected consumers and rapidly developing market configurations.

*Papers are sought in the following areas of culture, new information technologies, and new consumption patterns (the list is not exhaustive):*

- Advancing/Building the theory regarding consumption and adoption of new information technologies, e.g., IoT, RFID, and AI.
- Acculturation and ethnic identity influences on marketing strategies for the new interconnected consumers.
- Understanding the digital divide, and its impact on the well-being of the new interconnected consumers, in particular the use of mobile technology in changing shopping and consumption patterns.
- Influences of new information technologies on families and reference groups across cultures.
- Influence of new technologies on materialism, values, and cultural tendencies across cultures.

- Transcultural, social well-being, and public policy issues regarding new consumption patterns across cultures, especially among teenagers and vulnerable groups.
- Methodological issues relevant to studying the new consumption patterns, especially the use of big data analytics and artificial intelligence.
- Product innovations, e-marketing and diffusion processes across cultures.
- Role of new information technologies on advertising perceptions and responses across cultures.
- New pricing issues across cultures, especially the influences of models from the new sharing economies.
- Social media and internet based marketing issues across cultures, including social commerce and co-branding issues.
- The impact of politics and political activity (like lobbying for instance) on marketing practices in a global digital and interconnected world.
- Multicultural brand communities and global social media.
- New communication channels and their impact on images of products in cross-cultural contexts.
- Mobility, transnational, and transcultural dimensions of ethnic consumption.
- Impact of new technologies on product quality perceptions across cultures.

Papers should be less than 30 double-space pages, with 1" margins and 12 pt fonts, and follow the guidelines of the *Journal of Business Research*. Electronic submissions are required. All papers will be subject to a double blind peer review procedure. The best papers of the Royal Bank International Research Seminar will be considered for publication in a *JBR Special issue on Culture and the Interconnected Consumers*.

The deadline for submissions is **April 1, 2019**

*Please send your submissions (or any inquiry) by email to:*

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