



August 4-6, 2021

2021 AMA Summer Academic Conference

Virtual

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Reimagining Marketing

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marketing to find new ways to move forward. To that end, we seek scholars who are willing to join us in exploring the role of marketing within our new world. Rather than carrying on “business as usual,” we ask marketing scholars to meet the moment and reimagine how our discipline can better understand and contribute to the changing world.

We seek to harness the methodological and theoretical prowess of our community to “Reimagine Marketing.” This conference, taking place during unprecedented times, promises to be like no other. Join us, as researchers both seasoned and novice share the latest thinking on these phenomena at this critical moment, at the 2021 AMA Summer Academic Conference to be held virtually on August 4-6, 2021.

Conference Pricing

Academic Professional

- Member: \$149
- Non-Member: \$299

Doctoral Student

- Member: \$99
- Non-Member: \$174

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REGISTRATIONDOCTORAL STUDENT
REGISTRATION

If you need to purchase or renew your professional membership (now \$149 per year) to receive member pricing, [click here](#). If you're a doctoral student, [start here](#).

After completing registration, you will receive a purchase receipt. We will email you the information for accessing this virtual conference closer to the event.

Conference Schedule

A preliminary conference schedule is now available. Session times are subject to change, so please check back closer to the conference date for the final agenda.

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Committee has released a statement regarding Academic Placement and the fall 2021 job market. For more information and to read the full statement, please click below.

STATEMENT FROM THE
ACADEMIC COUNCIL

Conference Co-Chairs

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Math

BI Norwegian Business School

Renee Richardson Gosline
MIT Sloan School of Management

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What to Expect

AMA academic events are built to help you connect with peers who understand your research challenges and can help you find solutions. Whether you're an emerging scholar making your mark or a seasoned academic pushing the boundaries of traditional thinking, we're here to help you advance your career.

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