

| World Marketing Congress (WMC) 2020 Brisbane<br>Congress Tracks |                                |   |   |  |
|---|--------------------------------|---|---|--|
|   | Theme/cluster                  | Track                                       | Track chair #1  | Track Chair #2   |
| 1   | <b>Marketing Communication</b> | (1) Marketing communication and IMC         |   |  |
|   |                                | (2) Social media marketing                  |   |  |
| 2   | <b>Brand Management</b>        | (3) Brand management                        | Ravi Pappu, University of Queensland, Australia             |  |
|   |                                | (4) Digital branding/marketing              | Paul Harrigan, University of Western Australia              | Claudia Gonzalez, University of Queensland, Australia                    |
| 3   | <b>Consumers</b>               | (5) Consumer behaviour                      |   |  |
|   |                                | (6) Consumer culture                        | Alison Joubert, University of Queensland, Australia         | Daiane Scaraboto, Catholic university of Chile / University of Melbourne |
| 4   | <b>Culture</b>                 | (7) Cross-cultural, multicultural marketing |   |  |
|   |                                | (8) Marketing by/with indigenous groups     | Lily Cheung, University of Queensland, Australia            | Joerg Finsterwalder, University of Canterbury, New Zealand               |
| 5   | <b>Marketing in Context</b>    | (9) Fashion and luxury marketing            |   |  |
|   |                                | (10) Wine and tourism marketing             |   |  |
|   |                                | (11) Sports marketing                       | Monica Chien, University of Queensland, Australia           | Sarah Kelly, University of Queensland, Australia                         |
|   |                                | (12) Retail (on-line/Off-line)              | Kishore Gopalakrishna Pillai, University of East Anglia, UK |  |
|   |                                | (13) B2B marketing                          | Margaret Matanda, University of Sydney                      |  |
|   |                                | (14) Food marketing and consumption         | Mary Brennan, University of Edinburgh                       | Mary McCarthy, University College Cork, Ireland                          |
| 6   | <b>Marketing Education</b>     | (15) Marketing education                    | Ann Wallin, University of Queensland, Australia             | Cassandra France, University of Queensland, Australia                    |

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| <b>7</b>  | <b>Services</b>              | (16) Service marketing and Customer experience   |  |  |
|           |                              | (17) Technology infused services (AI, robotics, VR, AR, Apps)  | Nicole Hartley, University of Queensland, Australia  |  |
| <b>8</b>  | <b>Social Responsibility</b> | (18) Social marketing and prosocial behaviour change   |  |  |
|           |                              | (19) Marketing and society, Responsible marketing and ethics, Non-profits, & bottom of the pyramid (BPO) | Gillian Sullivan-Mort, LaTrobe University, Australia |  |
| <b>9</b>  | <b>Marketing Research</b>    | (20) Research methods, big data and analytics  |  |  |
| <b>10</b> | <b>Strategic Approaches</b>  | (21) Strategic marketing   |  |  |
|           |                              | (22) Relationship marketing  |  |  |
|           |                              | (23) Entrepreneurship, new product development, innovation   | Tek Thongpapanl, Brock University, Canada            |  |
|           |                              | (24) Personal selling & sales management   |  |  |