

CALL FOR PAPERS #01/2024

10th ANPAD Marketing Conference – EMA 2024

LOCATION – ESPM - Escola Superior de Propaganda e Marketing de São Paulo – SP-Brazil

DATE – May 15 to 17, 2024

1. PRESENTATION

The 10th ANPAD Marketing Conference – EMA 2024 will be held in the city of São Paulo, from May 15th to 17th, 2024. It will be promoted by the **Brazilian Association of Graduate Studies and Research in Administration (ANPAD)** and sponsored by the **Marketing Division (MKT)**.

EMA is a space to discuss scientific topics within the scope of the division. This call for papers is an invitation to researchers and professors from any institutions in Brazil and abroad. The purpose of the event is to encourage the development of the area of Marketing studies, considering the different subsystems and dimensions of analysis, preferably observing the division's interest groups.

2. TYPE OF SUBMISSIONS

This call for papers is open to theoretical-empirical studies, theoretical essays, and technological papers.

2.1. Presentation of Academic Articles

2.1.1 Theoretical-empirical article – presents findings of relevant research based on different theoretical and methodological perspectives, analyzing a theme with consistency and showing a contribution to the field.

2.1.2 Theoretical essay – presents a discussion based on a relevant and consistent theoretical position in the area of knowledge. The essay states the assumptions behind the arguments discussed, characterizing the author's position in relation to given theories. A theoretical essay usually requires a deep analysis of the existing literature on the subject addressed and can be characterized by critical reflection, interpretation density, and alternative propositions to analyze the topic and contribute to future studies.

2.1.3 Technological article – in previous events promoted by ANPAD, the “technological paper” was called “technological report.” It is a manuscript describing and discussing managerial cases of (i) application of technologies or processes, (ii) development of

administrative, accounting, and related technologies, (iii) implementation/application methodologies, and (iv) software related to the management of organizations, promoting intervention in the institution. Thus, the nature of a technological paper is the application. They must observe the methodological, conceptual, and writing rigors valid for other types of scientific manuscripts.

3. AWARDS

In this event, ANPAD will recognize researchers and studies with institutional awards as follows:

- 3.1 Raimar Richers Award for the best research of the Division. The award honors Richers for his invaluable contribution to the development of the area of Marketing in Brazil. The best research is selected among the best studies appointed in each theme by the Scientific Committee, Chair of the Division, and Scientific Director, together with an external invited member.
 - i. The awarded research will be entitled to fast-track the reviewing process in one of the ANPAD journals (RAC or BAR).
 - ii. All award nominees will receive an “honorable mention” certificate.
- 3.2 Award for the Best Paper based on a Doctoral Dissertation (ANNEX I). The awarded paper will be selected by the ANPAD Scientific Committee, Chair of the Division, and Scientific Director.
- 3.3 Award for the Best Paper based on a Master's Thesis (ANNEX I). The awarded paper will be selected by the ANPAD Scientific Committee, Chair of the Division, and Scientific Director.
- 3.4 Award for Best Reviewer (ANNEX II), to be chosen by the Scientific Committee, Chair of the Division, and Scientific Director, among those nominated by the leaders of interest groups.
- 3.5 Award for Best Technological Paper or Best Paper based on a Professional Master's Thesis or Professional Doctoral Dissertation (ANNEX III). The awarded papers will be selected by the ANPAD Scientific Committee and Chair of the Division.
- 3.6 Young Researcher Award (ANNEX IV), to be chosen by the Scientific Committee, Chair of the Division, and Scientific Director, based on the following criteria:
 - i. Academic performance, evaluated in terms of journal editing or reviewing papers submitted to journals or scientific events, leadership of interest groups, performance as chair of divisions, work with the agencies CAPES, CNPq, and/or support foundations and similar activities. All these activities must reflect the ad honorem performance of the awardee to advance issues related to the Division;
 - ii. The nominee must have a maximum of 8 years since their last doctoral degree.
 - iii. Adherence to Division research themes;
 - iv. Relevance of scientific production over the last eight years;
- 3.7 Academic Achievement Award – Lifetime Achievement (ANNEX V). The awarded individual is selected by the ANPAD Scientific Director and the President, from a triple list indicated by the Division, based on the following

criteria:

- i. Academic performance, evaluated in terms of journal editing or their work as a reviewer, the leadership of interest groups, to have chaired or being a member of the ANPAD Divisions, work with the agencies CAPES, CNPq, and/or support foundations and similar activities. All these activities must reflect the ad honorem performance of the awardee to advance issues related to the Division;
 - ii. External recognition, based on approval of scholarships (types "Bolsa DT" – based on contribution for technological development; "Bolsa PQ" – based on scientific production, or similar), and/or at least three projects with extra IES funding;
 - iii. Relevance of scientific production over the last ten years;
- 3.8 Recognition Award for Services Rendered to the Brazilian Academy of Marketing – MARKETING FELLOW (ANNEX VI), to be chosen by the ANPAD President, Scientific Committee, Chair of the Division, and Scientific Director. The award honors the researcher with the highest contribution to the growth of the Brazilian Academy of Marketing based on the following criteria:
- i. Hold at least a doctoral degree;
 - ii. Be Brazilian or a foreigner with a valid visa;
 - iii. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
 - iv. Have frequent and effective participation in ANPAD conferences;
 - v. Have been an active participant on boards, editorials, scientific and editorial committees, special committees, and Brazilian and international representation committees, among others, relevant to the growth of the Brazilian Academy of Marketing;
 - vi. Be recognized by the award committee as a researcher who contributes significantly to the development of the area;
 - vii. Have a minimum academic experience of 20 years in teaching and research;
 - viii. Be a member of ANPAD.
- 3.9 Award for the Best Marketing Article Published in International Journals (ANNEX VII) by authors affiliated with graduate programs at Brazilian institutions, selected by the Scientific Committee, Chair of the Division, and Scientific Director, among the three works that obtained the best grades from the award committee. The following criteria apply:
- i. Research's contribution to the advancement of knowledge in marketing;
 - ii. Methodological rigor;
 - iii. Impact of the publication;
 - iv. Article's structure and consistency.
- 3.10 Award for the Best Marketing Article Published in Brazilian Journals (ANNEX VIII) by authors affiliated with graduate programs at Brazilian institutions, selected by the Scientific Committee, Chair of the Division, and Scientific Director, among the three papers that obtained the best grades from the award committee. The following criteria apply:
- i. Research's contribution to the advancement of knowledge in marketing;
 - ii. Methodological rigor;

- iii. Impact of the publication;
 - iv. Article's structure and consistency.
- 3.11 Distinction for Training Marketing Researchers Award (ANNEX IX), selected by the Scientific Committee, Chair of the Division, and Scientific Director, based on the following criteria:
- i. Hold at least a doctoral degree;
 - ii. Be Brazilian or a foreigner with a valid visa;
 - iii. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
 - iv. Have frequent and effective participation in ANPAD conferences;
 - v. Have been an active participant on boards, editorials, scientific and editorial committees, special committees, Brazilian and international representation committees, among others, relevant to the growth of the Brazilian Academy of Marketing;
 - vi. Be recognized by the award committee as a researcher who contributes significantly to the development of the area;
 - vii. Have a minimum academic experience of 20 years in teaching and research;
 - viii. Be a member of ANPAD.
- 3.12 Outstanding Student Award in Marketing (ANNEX X), selected by the Scientific Committee, Chair of the Division, and Scientific Director, among the students nominated by their respective advisors, based on the following criteria:
- i. Innovation and relevance of research: originality and potential impact of the student's research throughout their academic career for theoretical or practical advances in the field of Marketing;
 - ii. Academic performance: evaluation of grades and active participation in courses and seminars;
 - iii. Publications and presentations: quality and quantity of research papers published and presented at conferences or journals;
 - iv. Engagement with the academic community: participation in research groups, teaching assistance, or other activities that contribute to the academic community.

4. IMPORTANT DATES

- December 20th, 2023 – Call for papers announcement;
January 23rd, 2024 – Opening of the electronic address to receive submissions;
March 05th-11th, 2024 – The deadline for submission of papers;
April 03rd, 2024 – Disclosure of results;
April 18th, 2024 – Deadline for registration for authors of selected papers;
April 30th, 2024 – Publication of the complete program on the Internet;
May 15th to 17th, 2024 – The event.

5. FORMATTING INSTRUCTIONS

- 5.1. The text to be submitted has to be a single PDF file with 10.000 words at maximum. The paper must have a title, an abstract (200 words maximum) in the same language as the text, and a bibliography.

6. SUBMISSION INSTRUCTIONS

- 6.1. The manuscripts must be submitted through the ANPAD website (www.anpad.org.br), where the identification fields and instructions for submitting the work in PDF will be available.
- 6.2. The authors are responsible for ensuring that the works comply with the characteristics and technical criteria presented in this call for papers.
- 6.3. A maximum of three manuscripts may be submitted per person, either authored or co-authored.
- 6.4. Each work must only be submitted once; multiple submissions of the same work will not be accepted.
- 6.5. Each work can be authored/co-authored by a maximum of six individuals.
- 6.6. Papers may be submitted in Portuguese, English, or Spanish.
- 6.7. The submitted PDF manuscript is considered the final version.
- 6.8. The authors' names must not appear in the manuscript or in the name of the PDF file. Authors' data must be informed in the appropriate field available on the submission website.
- 6.9. After submission, no inclusion, exclusion, substitution, or alteration of name, e-mail, institution, or parts of the submitted manuscript or other information provided at submission will be accepted.
- 6.10. At the time of submission, authors must make sure that their iANPAD account has updated information. This information will be used in the paper submission process.
- 6.11. If, after the submission, an update is required for the iANPAD account, the data in the submission system will not be changed. To rectify incorrect data, the submission must be canceled, and the paper must be re-submitted, as long as it is within the deadline set in this call for papers.
- 6.12. The authors will be solely responsible for problems arising from non-updating personal and registration data.
- 6.13. Manuscripts works cannot, under any circumstances, present explicit identification (name typed in the body of the work, in its abstract, or in the file properties), hidden identification, or citation of the work of the authors themselves in a way that allows identification. Those whose authorship is identified will be excluded from the event.
- 6.14. Acknowledgments must be exclusively institutional; no personal acknowledgments are permitted.
- 6.15. Before uploading the manuscript, authors must verify that the files are not infected with viruses. Infected files will be excluded.
- 6.16. When submitting the manuscript, the authors must choose the type of submission: theoretical-empirical, theoretical essays, or technological articles.
- 6.17. Submissions will not be accepted after the deadline (Item 4).

- 6.18. ANPAD is not responsible for submissions that are not completed due to communication failure, congestion of communication lines, lack of electricity, server slowness caused by excessive simultaneous accesses, or any other technical factors that make data transfer impossible. For this reason, it is recommended that authors complete their submissions in good time to avoid any technical difficulties that may occur.
- 6.19. Save the conference dates (May 15 to 17th, 2024). The presentation of the selected papers will take place in a session allocated by the event organizers on any of these days. Authors will not be able to choose presentations dates and times.

7. ORIGINALITY OF WORKS SUBMITTED TO ANPAD EVENTS

- 7.1. The authors must declare the originality of their paper at the time of submission. The authors are responsible for confirming the originality of their papers.
- 7.2. Papers accepted for publication or published in journals, published as book chapters, or presented at previous ANPAD events are not considered unpublished for the purposes of this call for papers, and should not be submitted.
- 7.3. When requested, authors who fail to prove originality may be impeded from presenting papers in future ANPAD events.

8. REVIEWING PROCESS

- 8.1. The manuscripts will be evaluated through blind review. If one or more authors are identified, the paper will be excluded from the process.
- 8.2. Two reviewers will evaluate each manuscript. In case of discrepancies, a third reviewer will be appointed.
- 8.3. . The reviewing process will consider only manuscripts that meet the submission rules and submitted before the deadline.
- 8.4. Files submitted in the submission process cannot be replaced.
- 8.5. The academic division coordinated by the scientific director will evaluate submissions exclusively based on the quality of the paper.
- 8.6. The chairs of the divisions and the divisions' scientific committees will carry out an initial evaluation of the submitted papers before sending them to the reviewers. This initial assessment aims to identify whether the work meets the minimum requirements – conceptual, methodological, editorial, and format – to be considered a scientific paper.
- 8.7. The chair of the division may, at their discretion, exchange the papers among the interest groups to which the manuscripts were submitted.
- 8.8. The final selection by the scientific director will take into account the combination of the following items: (i) the result of the reviewing process; (ii) the adequate number of papers to be presented at the event; and (iii) the time available for the presentation of each paper.
- 8.9. The chairs of the divisions, members of scientific committees, and leaders of interest groups will not have access to data from authors.

- 8.10. When a member of a scientific committee or a leader of an interest group is the author of a paper submitted to the academic division they are part of, the system automatically blocks access to the user's paper, preventing any action, such as designating reviewers and monitoring the reviewing process.
- 8.11. The authors' names will not be revealed to reviewers, and the name of the reviewers will not be revealed to the authors.

9. REGISTRATION AND ACCESS TO THE ONLINE PLATFORM

- 9.1. Registration in the event is individual. Regardless of whether they are an author, only registered participants will access the online event.
- 9.2. Registration is personal, non-transferable, and non-shareable.

10. INCLUSION IN THE EVENT PROGRAM AND ELECTRONIC PROCEEDINGS

- 10.1. Selected manuscripts will be included in the program only if at least one of the authors registers for the event. The attendee must be prepared to present the paper using the format indicated by the event committee.
- 10.2. Payment of the registration fee mentioned in 10.1 must be made by April 18th, 2024, for the paper to be included in the program and event proceedings.

11. FORMAT OF THE PAPERS' PRESENTATION IN THE EVENT

- 11.1. When submitting their paper, authors accept that the manuscript may be presented in any of the presentation modalities adopted during the event.
- 11.2. The final decision regarding the form of presentation of each work will be up to the academic divisions and the scientific director. The choice will be made as a result of the interrelationships between the selected papers and the availability of time for presentations. Authors will not be able to appeal against the chosen format.

12. FINAL PROVISIONS

- 12.1. Paper submission implies the total and unconditional acceptance of all provisions, rules, and instructions in this call for papers, communications, and other documents published by ANPAD.
- 12.2. The failure to present a paper listed in the event's program will imply the impediment of the author to submit papers for any event held under the sponsorship and within the scope of ANPAD until the end of the subsequent year.
- 12.3. When submitting papers, authors are invited to collaborate as reviewers. ANPAD's academic divisions will select the group of reviewers.

12.4. The items in this call for papers may undergo modifications and updates while the event still did not start. All changes and/or updates will be published on the ANPAD website in the event section.

13. CONTACT US

ANPAD Office

Telephone +55 (44) 3354-8545

E-mail: eventos@anpad.org.br

ANNEX I

NOTICES FOR THE AWARDS FOR BEST PAPERS BASED ON ACADEMIC MASTER'S DISSERTATION AND BEST PAPERS BASED ON ACADEMIC DOCTORAL THESIS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present awards for the best papers a) based on an academic master's dissertation and b) based on an academic doctoral thesis.

These awards recognize the scientific excellence of marketing dissertations and theses through papers derived from these academic research works and approved to be presented during the event.

The criteria for these awards include an *outstanding contribution to advancing knowledge in marketing, methodological rigor, the paper's structure and consistency, and the managerial application of the results.*

To be eligible for the award, the thesis/dissertation advisor must submit an application by sending an email to divisao.mkt@anpad.org.br by April 06, 2024, providing the following information:

- a. Student name, last degree, and the program and university with which they are affiliated;
- b. Title and year of defense of the dissertation or thesis from which the paper is based;
- c. Title and registration number of the paper approved at the ANPAD Marketing Conference (EMA) (For example, MKT9999);
- d. Letter justifying the paper's nomination.

Scientific Committee – ANPAD Marketing Division

ANNEX II

NOTICE FOR BEST REVIEWER AWARD

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present an award for the best reviewer of the ANPAD Marketing Division. The award is granted every three years during the EMA.

The Best Reviewer Award recognizes the reviewers' vital work for the success of ANPAD's scientific conferences. Because of their contribution, many research works advance, gain quality, and develop into publications widely shared in academic journals.

The leaders of interest groups of ANPAD's Marketing Division appoint up to three reviewers working on their themes, sending their reviews for papers submitted to EMA 2024.

The best reviewer will be appointed based on the following criteria:

- I. They must have reviewed papers submitted to ANPAD conferences in the last 2 years or 3 conferences;
- II. The reviews overall quality will be established by the following criteria:
 - a. reviews completed within the required deadline
 - b. reviews containing assertive criticism of each of the following items in an article: research gap, theoretical foundation, methodological procedures, discussion, and research contributions. Assertive review is understood as one that shows strengths, weaknesses, and suggestions for improvement;
 - c. homogeneity in the quality of the various reviews issued.
- III. Favorable feedback from authors in the ANPAD system;
- IV. As a tiebreaker criterion, the nominee should be a regular reviewer, i.e., they have contributed to reviews in the last two years or three conferences and participated in these conferences.

Scientific Committee of the ANPAD Marketing Division

ANNEX III

NOTICE FOR THE AWARDS FOR BEST ARTICLE FROM PROFESSIONAL MASTERS DISSERTATION AND PROFESSIONAL DOCTORAL THESIS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present awards for the best papers a) based on a professional master's dissertation and b) based on a professional doctoral thesis.

These awards recognize the scientific excellence of marketing dissertations and theses produced by students of professional graduate programs through papers derived from these studies and approved to be presented during the event.

The criteria for these awards include an *outstanding contribution to advancing knowledge in marketing, methodological rigor, the paper's structure and consistency, and the managerial application of the results.*

To be eligible for the award, the thesis/dissertation advisor must submit an application by sending an email to divisao.mkt@anpad.org.br by April 06, 2024, providing the following information:

- a. Student name, last degree, and the program and university with which they are affiliated;
- b. Title and year of defense of the dissertation or thesis from which the paper is based;
- c. Title and registration number of the paper approved at the ANPAD Marketing Conference (EMA) (For example, MKT9999);
- d. Letter justifying the paper's nomination.

Scientific Committee of the ANPAD Marketing Division

ANNEX IV

NOTICE FOR THE YOUNG RESEARCHER AWARD

In 2014, the ANPAD Marketing Division established the Young Researcher Award in Marketing. The fifth award will be presented at the EMA, scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024.

This award recognizes the contribution of young Brazilian researchers – whether associated with ANPAD or not – to the advancement of knowledge in the area of Marketing. The award focuses on researchers who received their doctoral degrees no more than 8 years ago (between 2016 and 2024).

Candidates who are professors and researchers residing in Brazil can present their own applications or be nominated by former advisors.

The award criteria include *innovation and methodological rigor in the candidate's scientific publications that have advanced or have the potential to significantly advance theoretical, methodological, and managerial knowledge in the field of Marketing.*

To apply, the candidate or the former advisor must send the candidate's records to the award committee. The records must contain:

- a. Candidate identification;
- b. A motivation letter explaining the reasons for the application or recommendation (one page maximum);
- c. Details on the candidate's qualifications;
- d. List of Publications;
- e. Reference to studies citing the candidate's published work;
- f. Scholarships, awards, and distinctions received.

Applications will be received until April 06, 2024. The records must be sent via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX V

NOTICE FOR THE LIFETIME ACHIEVEMENT AWARD IN MARKETING

The ANPAD Marketing Division has the privilege of announcing the Lifetime Achievement Award, presented every three years during the ANPAD Marketing Conference (EMA). The award recognizes marketing researchers with relevant academic contributions throughout their lives, and it will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

The nomination for the award may be made by individual members of the ANPAD marketing area. The scientific committee for the marketing area will form a committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. It is desirable to have (or have had) a scholarship of the types “Bolsa PQ” or “Bolsa PQ senior” (related to research productivity) from the Brazilian agency CNPq or another funding body;
- e. Be a regular and active participant of ANPAD conferences;
- f. To have published in qualified journals and be a cited author;
- g. To have contributed to the education of human resources at the graduate level;
- h. Be recognized by the award committee as a researcher who contributes to the development of the area;
- i. Have international connections (joint projects, exchange, guest professor, etc.);
- j. Have a minimum academic experience of 20 years in teaching and research;
- k. Be a member of ANPAD.

Nominations must be made by April 06, 2024, via email, sending the nomination and a justification letter to the address divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX VI

NOTICE FOR THE RECOGNITION AWARD FOR SERVICES RENDERED TO THE BRAZILIAN ACADEMY OF MARKETING – MARKETING FELLOW

The ANPAD Marketing Division has the privilege of announcing the Recognition Award for Services Rendered to the Brazilian Academy of Marketing – Marketing Fellow, granted every three years during the ANPAD Marketing Conference (EMA). The award recognizes marketing researchers with relevant academic contributions to the growth of Brazilian marketing academia through services rendered, their presence at events in the field in Brazil, active participation in representation and development bodies, editorials, scientific and editorial committees, special committees, and Brazilian and international representation committees, among others. This award will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

Nominations can be made by ANPAD members in the marketing area via email to divisao.mkt@anpad.org.br by April 06, 2024. The scientific committee for the marketing area will form an award committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. Be a regular and active participant of ANPAD conferences;
- e. Have been an active participant on boards, editorials, scientific and editorial committees, special committees, and Brazilian and international representation committees, among others, relevant to the growth of the Brazilian Academy of Marketing;
- f. Be recognized by the award committee as a researcher who contributes to the development of the area;
- g. Have a minimum academic experience of 20 years in teaching and research;
- h. Be a member of ANPAD.

Scientific Committee of the ANPAD Marketing Division

ANNEX VII

NOTICE FOR THE AWARD FOR BEST MARKETING ARTICLE PUBLISHED IN INTERNATIONAL JOURNALS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will award the best marketing article published in international journals by authors affiliated with graduate programs at Brazilian institutions.

This award recognizes the scientific excellence of research works published abroad by Brazilian researchers in the last 3 years (from June 2021 to April 2024).

The criteria adopted are the contribution to the advancement of knowledge in marketing, methodological rigor, and the article's structure and consistency. The scientific committee for the marketing area will evaluate nominations from ANPAD members and name the award winner.

To be eligible for the award, the main author of the research paper must submit the application, sending an email to divisao.mkt@anpad.org.br, by April 06, 2024, informing:

- a. Name of authors and affiliation;
- b. Title of the published article;
- c. Copy of the original article published with the journal's approval and publication date;
- d. Letter justifying the article's nomination.

According to the latest classification issued by CAPES, the works must have been published in international journals (not in Brazil) in stratum A1.

Each author may submit only one published article. Each article must have at least one author formally affiliated with a Brazilian academic graduate program in 2024.

Only articles published by the deadline for the award submission will be accepted. Manuscripts in the reviewing process at any stage or accepted but not yet published are not eligible (research works published online in advance of printed publication will be accepted).

Scientific Committee of the ANPAD Marketing Division

ANNEX VIII

NOTICE FOR THE AWARD FOR BEST ARTICLE IN MARKETING PUBLISHED IN BRAZILIAN JOURNALS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will award the best marketing article published in Brazilian journals.

This award recognizes the scientific excellence of research works published in Brazil by Brazilian researchers in the last 3 years (from June 2021 to April 2024).

The criteria adopted are the contribution to the advancement of knowledge in marketing, methodological rigor, and the article's structure and consistency. The scientific committee for the marketing area will evaluate nominations from ANPAD members and name the award winner.

To be eligible for the award, the main author of the research paper must submit the application, sending an email to divisao.mkt@anpad.org.br, by April 06, 2024, informing:

- a. Name of authors and affiliation;
- b. Title of the published article;
- c. Copy of the original article published with the journal's approval and publication date;
- d. Letter justifying the article's nomination.

According to the latest classification issued by CAPES, the papers must have been published in journals in the A2 or A1 stratum or in Brazilian marketing journals (REMARK, RIMAR and CBR). In the case of the latter, those responsible for the nomination will be the editors of the respective journals. They may nominate up to 3 articles.

Each author may submit only one published article (excluding nomination from the editors of the aforementioned journals). If there are more articles by the same author, the author must choose which one to submit for consideration. If this criterion is not observed, all works by this author will be disregarded in the evaluation.

Only articles published by the deadline for the award submission will be accepted. Manuscripts in the reviewing process at any stage or accepted but not yet published are not eligible (research works published online in advance of printed publication will be accepted).

Scientific Committee of the ANPAD Marketing Division.

ANNEX IX

NOTICE FOR THE DISTINCTION FOR TRAINING MARKETING RESEARCHERS AWARD

The ANPAD Marketing Division has the privilege of announcing the Distinction for Training Marketing Researchers Award, granted every three years during the ANPAD Marketing Conference (EMA). The award recognizes professors in the field of marketing who stand out in the training of other professors and researchers in the area, with a notable role in advising academic graduate programs. This award will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

Nominations can be made by ANPAD members in the marketing area. The scientific committee for the marketing area will form an award committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The professor/researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. It is desirable to have (or have had) a scholarship of the types “Bolsa PQ” or “Bolsa PQ senior” (related to research productivity) from the Brazilian agency CNPq or another funding body;
- e. Have relevant scientific production;
- f. Have outstanding training in human resources in the area and continue to work and train new human resources, considering the length of time the professor has worked in graduate programs and the region of Brazil where they work;
- g. Be a regular and active participant in ANPAD events;
- h. Be a member of ANPAD.

Nominations must be sent by April 06, 2024, via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX X

NOTICE FOR THE AWARD FOR OUTSTANDING STUDENT IN MARKETING

The ANPAD Marketing Division presents the Award for Outstanding Student in Marketing. This new award will be presented at the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 and 17, 2024. This award recognizes and encourages academic excellence and innovative contributions in the area of Marketing from students currently enrolled in master's or doctoral administration programs.

Candidates are nominated by their advisors, who must be members of ANPAD. The ANPAD Scientific Committee in the area of Marketing will form an award committee to evaluate the nominations and select the winner based on the following criteria:

- a. Innovation and Relevance of Research: originality and potential impact of the research developed by the student during their academic career for theoretical or practical advances in the field of Marketing;
- b. Academic Performance: evaluation of grades and active participation in courses and seminars;
- c. Publications and Presentations: quality and quantity of research works published and presented at conferences or journals;
- d. Engagement with the Academic Community: participation in research groups, teaching assistance, or other activities that contribute to the academic community.

To apply, the candidate's advisor must send a document containing:

- a. Candidate identification;
- b. A letter justifying the application or nomination, explaining the relevance of the candidate's line of research to the Marketing area (one page maximum);
- c. Academic record;
- d. List of publications and conference presentations;
- e. Description of contributions to the academic community;
- f. Other awards or distinctions received.

Applications will be received until April 06, 2024. The information must be sent via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division