

Call for Papers

2015 ANZMAC-GAMMA Joint Symposium in Sydney

Bridging Oceania and Asia in Marketing

Extended Submission Deadline: 31 Jul 2015

Joint Symposium: December 30 Nov-2 Dec 2015

University of New South Wales, Sydney Australia

You are cordially invited to join the '2015 ANZMAC-GAMMA Joint Symposium in Sydney' on 'Bridging Oceania and Asia in Marketing' at Sydney, Australia, 30 Nov- 2 Dec 2015.

This joint symposium is co-hosted by Australian & New Zealand Marketing Academy and Global Alliance of Marketing and Management Associations.

Accepted papers will be considered for possible publication in special issues of sponsoring journals such as *Australasian Marketing Journal*, *Journal of Global Scholars of Marketing Science* and the *Journal of Global Fashion Marketing* after a double blind review process.

Extended Submission Deadline for Papers: 31 Jul 2015

Hosts	Australian & New Zealand Marketing Academy Global Alliance of Marketing and Management Associations
Organizer	Korean Scholars of Marketing Science
Theme	Bridging Oceania and Asia in Marketing
Co-Chairs	Prof. Ian Phau , School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, ian.phau@cbs.curtin.edu.au , Tel: +61-8-9266-4014 Prof. Tony Garrett , Korea University Business School, LG-POSCO Building 417, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr , Tel: +82-2-3290-2833
Date	December 30 Nov – 2 Dec 2015
Venue	University of New South Wales, Sydney, Australia
Extended Submission Deadline	31 Jul 2015

Submit to	- Authors should submit their papers to both of the symposium co-chairs: Prof. Ian Phau , Curtin University ian.phau@cbs.curtin.edu.au Prof. Tony Garrett , Korea University Business School tgarrett@korea.ac.kr
Submission Guidelines / Registration	ANZMAC 2015 Annual Conference Submission Guidelines http://www.kams.org ; http://www.anzmac.org/
Sponsoring Journals	<i>Journal of Global Scholars of Marketing Science</i> www.tandfonline.com/rgam <i>Journal of Global Fashion Marketing</i> www.tandfonline.com/rgfm <i>The Australasian Marketing Journal</i> http://www.journals.elsevier.com/australasian-marketing-journal

For More Information:

Please visit following homepages:

Australian & New Zealand Marketing Academy

<http://www.anzmac.org/>

Global Alliance of Marketing & Management Association

<http://www.gamma20.org>

Central Office, Global Alliance of Marketing & Management Associations

e-mail: stride@changwon.ac.kr

Tel: +82 55 213 3346; Fax: +82 55 263 9096

Global Alliance of Marketing & Management Associations (GAMMA): www.gamma20.org

Korean Scholars of Marketing Science (KSMS): www.kams.org

Journal of Global Scholars of Marketing Science (JGSMS): www.tandfonline.com/rgam

Journal of Global Fashion Marketing (JGFM): www.jgfm.org

Global Marketing Conference (GMC): www.gammaconference.org

Global Fashion Management Conference (GFMC): www.gammaconference.org

