



**The 2025 La Londe Conference
Consumer Behavior and Marketing Communications**

Porquerolles Island (French Riviera), June 3 - June 6, 2025

The 50th International Research Conference in Marketing
organized by the CERGAM Research Center,
Aix-Marseille Graduate School of Management &
Toulon Graduate School of Management – France



Chairpersons

Danit Ein-Gar, Coller School of Business, Tel-Aviv University

Nailya Ordabayeva, Questrom School of Business, Boston University

Gabriele Paolacci, Rotterdam School of Management, Erasmus University Rotterdam

Keynote Speaker

Anna Dreber Almenberg, Stockholm School of Economics

Coordinators

Aurélie Hemonnet, Cergam, Aix-Marseille University

Fanny Magnoni, Cergam, Aix-Marseille University

Brigitte Müller, Cergam, University of Toulon

Isabelle Muratore, Cergam, University of Toulon

The Character of the Conference

The 2025 conference will take place at the Igesa resort located on the magnificent and car-free Porquerolles Island in the Mediterranean Sea (in front of the city of Hyères, department of Var, 32 miles from Saint-Tropez and 69 miles from Nice). Rich intellectual exchange between top-level CB researchers from all over the world, friendliness and informality are part of the tradition of the event, greatly enhanced by the beautiful setting in a Mediterranean seashore environment.



Topics of Interest

We invite the submission of papers providing theoretical or empirical advances in understanding and/or predicting consumer behavior. In addition to papers with a focus on consumers' responses to marketing communications, we invite papers that provide a contribution to understanding all aspects of consumer behavior.

The Selection Process – Papers

We call for original papers, written in English. Original papers might follow into two categories: competitive papers or flash talks papers (shorter presentation time). The flash talks are meant to be shorter presentations to showcase ongoing research. It is aimed at researchers who may be interested in discussing recently launched research projects. Every session will include a combination of presentations of competitive papers and flash talks.

Submission

Authors are invited to transmit their submissions via a conference management interface. The link to this interface is:

<https://lalondeconf.sciencesconf.org/>

To present at the conference, either with a competitive paper or a flash talk paper, we invite the submission of a full paper (maximum 4000 words). This includes everything: the title page with abstract (150 words maximum), keywords (5 maximum), article, references, appendix, tables and figures. Figures and Tables should be integrated within the text as close as possible to where they are first mentioned. References should follow the APA style guidelines (<https://apastyle.apa.org/>).

Any paper exceeding the limit will not be included in the review process. Papers should be 1.5 spaced, Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font), 2.5cm margins at all sides (top, bottom, left, right).

All submissions, regardless of format, in their first versions must not show the authors' names or contact details on the first page. The text as a whole must, of course, not allow authors to be identified.

For the 1st submission, authors' names are to be entered only on the submission platform (according to the submission procedure). Of course, if the submission is accepted, a new version of the article should be submitted including the authors' names and contact details.

We will use the same submission guidelines for both papers, but authors can indicate their submission preference (flash, competitive, indifferent) on the submission platform. The program committee will try to take this preference into account, though, depending on the balance of papers in the session this choice will not be binding.

An individual can be associated with multiple papers (as an author or co-author), but an individual can only be the presenting author of one submission. The presenting author commits to attending the conference and presenting the paper when the paper is accepted.

Manuscripts must be submitted **no later than January 6, 2025**. Papers will be selected based on two blind reviews. Authors will be notified **before March 10, 2025** regarding decisions on their manuscripts.

Contacts

The administrative officers Fabienne PAUL and Lély TAN will be happy to give you more details about reservations and other practical aspects of the conference.

E-mail: lalondeconsumer.behavior@iae-aix.com ; phone : +33 (0)4 13 94 26 35.

Important dates

Deadline for paper submission: January 6, 2025

Notification to the authors: March 10, 2025

La Londe Conference:

<https://cergam.univ-amu.fr/fr/la-londe-conference-2025>

