



42e Congrès  
international  
de l'AFM

Angers  
19 -22 mai 2026



## CALL FOR PAPERS

### MARKETING AND TEMPORALITIES: RHYTHMS, DURATIONS AND HORIZONS IN PRACTICES, MARKETS AND IMAGINATIONS

The French Marketing Association (afm) brings together teachers, researchers, and practitioners around marketing research in a spirit of progress. The afm's annual congress is a time for reflection and conviviality for members of the scientific community and practitioners around the most current themes in marketing. The 42<sup>nd</sup> congress will be held in Angers from May 20<sup>th</sup> to 22<sup>th</sup>, 2026. It is organized by the University of Angers (IAE, ESTHUA, IUT, POLYTECH, LLSH) and ESSCA School of Management.

#### THEME OF THE CONGRESS

Time is an omnipresent dimension in marketing activities: it shapes brand strategies, consumer behaviors (Lallement and Gourmelen, 2018), innovation dynamics, and even exchange logic. However, this dimension is often reduced to a planning constraint or strategic urgency and studied from the perspective of its scarcity (Hmurovic et al. 2023).

In a context of social acceleration (Rosa et al., 2017) and a culture of immediacy, marked by technological acceleration, the digitalization of exchanges and the constant pressure to be reactive, marketing finds itself at the heart of profound temporal tensions. While the growing calls to slow down, to reflect or to project ourselves differently into the future multiply (Remy et al., 2024), it must thus deal with contradictory demands: between immediacy and patience, short term and long term, impulse and reflection. Marketing is located at the crossroads of paradoxical temporal injunctions between aspirations for degrowth (Elgaaied-Gambier and Bertrandrias, 2025), deceleration (Husemann and Eckhardt, 2018) and the need to offer more innovative products (Liu et al., 2025) or increasingly efficient and effective services including new technologies (Hoffman et al., 2022) and artificial intelligence (Castelo et al., 2023).

The effects of this acceleration also translate into deprivation and time starvation (Ayadi and Djelassi, 2023) and an intensification of stress, anxiety, and *burnout* (Hollebeek et al., 2023). In response, consumers are showing a growing desire to slow down (Husemann and Eckhardt, 2019), or even to embrace boredom as a breathing space (Murphy et al., 2023). This need for deceleration is reflected in the emergence of slower lifestyles: thoughtful consumption (Collin-Lachaud et al., 2022), the promotion of mindfulness (Kumar et al., 2024), disconnection from social media (Ayadi and Djelassi, 2023), and a desire to regain control over the perceived pace of their daily lives. These aspirations are thus translated into trends linked to *slow* marketing such as *slow tourism* (Dickinson et al., 2011), *slow fashion* (Henninger et al., 2016) or even



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*slow food* (Tencati and Zsolnai (2012). The question of the time of products and their life cycle, in connection with planned obsolescence (Krésiak, Prim-Allaz, and Robinot, 2019) and greater circularity (Robert, Herbert and Bouhafs, 2025) also arises. In this context, marketing must deal with these injunctions and be an actor in transformations towards more sustainable production methods and consumption trends (Dekhili et al., 2023). These transformations necessarily involve changes linked to our relationship with time (Stroude, 2022).

Historical approaches are also interesting for understanding the past of individuals and organizations and thus analyzing and guiding the choices made and to be made. They make it possible to highlight discontinuities and continuities in personal or organizational paths and practices (Gorge and Galuzzo, 2021). Researchers can also question the life stories of consumers (Guillemet and Urien, 2010) or even use them as a metrological tool to gain access to their experiences.

Thus, this call for papers invites researchers to question the **role of time in the theories, practices and representations of marketing**. How do brands, companies, consumers, institutions or territories **experience, structure and interpret temporality** in their relationships with the market?

**Located in the heart of Anjou, a land of agriculture, gastronomy and tourist heritage, this conference particularly encourages contributions that explore temporality in the fields of food marketing, plants, tourism and societal and environmental transitions.** How do natural cycles, traditions, sustainable innovation and the travel experience influence the perception and management of time in marketing? How can we bring consumers together towards food that is both healthy and environmentally friendly (Werle et al., 2024)? How are digital environments, social networks and artificial intelligence devices transforming the relationship with time? How do tourism or agri-food stakeholders mobilize temporal imaginaries to create differentiating and sustainable experiences?

This call for papers covers numerous thematic areas allowing us to explore the role of time in marketing practices, markets and imaginations.

### *Futures and prospects*

- Social transformations and marketing to shape the future
- New imaginaries (more sustainable, more technological, etc.)
- Training marketers in the skills of tomorrow



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### ***History of Marketing***

- Historical approaches in marketing
- Brand stories, brands in history
- History of marketing, history of marketers

### ***Time and consumption experience***

- Instantaneity of digital platforms and the quest for authenticity
- Nostalgia and retro-marketing as differentiation strategies
- Generational Marketing
- *Slow* marketing, the temporalities of luxury or well-being

### ***Strategic temporalities of brands and organizations***

- Trade-offs between short-term performance and long-term vision
- Loyalty, customer life cycle, timescales of engagement
- Managing the end of product life: from planned obsolescence to circularity
- Specific timescales of plant or agri-food markets (seasonality, maturity, production)

### ***Digital Rhythms and Real-Time Marketing***

- Acceleration of interactions via social networks
- Artificial intelligence and behavior prediction
- Effects of real time on creativity, responsiveness, or marketing pressure

### ***Cultural, symbolic and territorial temporalities***

- Ritual or cyclical temporalities in tourist practices
- Territorial anchoring and collective memory in brand stories
- Heritage, local traditions and experiential marketing

### ***Generation and consumption***

- Parent-child and child-parent transmissions
- Generational clash and differences in perceptions between generations
- Generational Marketing

### ***Sustainable and responsible temporalities***

- Pace of life and sobriety: faster, less sober
- Eco-anxiety and solastalgia: the consumer facing climate change



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- Marketing the ecological transition: towards more distant horizons?
- Time as an ethical resource in communication and innovation
- Patience, slowness and pedagogy in behavioral change (e.g. sustainable food, ecotourism, sustainable agriculture)

The conference remains open to all issues, including those not mentioned in the call for papers. We invite, however, all authors to produce, at the end of their submission, a few lines of reflection associated with the conference themes.

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## **SLOW SESSIONS**

In keeping with the conference theme and immersing you in the gentle charm of Angers, we're offering *slow* sessions this year. These sessions will feature no digital media, both for presenters (all other visual and creative media are welcome) and for session participants. We'll ask you to indicate your interest in participating when submitting your submissions.



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## **SUBMISSION FORMATS**

For all formats, submissions must be submitted to the Scienceconf platform in the “My Submissions” section. All submissions can be made in French or English. For each submission, an abstract in French and English must be provided.

### **CLASSIC COMMUNICATIONS**

The format consists of presenting a conceptually and/or empirically accomplished research. The communication must respect the format of 5 pages maximum (12 times, single spacing and 2.5 margins) excluding the title page, bibliographic references and appendices.

### **SPECIAL SESSIONS**

This format consists of presenting a common theme through the concerted proposal of three communications articulated around an innovative, important, emerging or current subject and linked to the theme of the congress. The special session is not a simple juxtaposition of 3 communications but rather the identification of a major theme and the discussion of the contribution of these 3 research projects to a better theoretical and practical understanding of the theme. Therefore, beyond the synthetic presentation of the 3 communications, the submission must highlight in an introductory chapeau this theme (common thread) and present a common discussion of the theoretical and managerial implications. Interdisciplinarity and/or diversity of affiliation of the authors (laboratories, institutions, GIT, etc.) are encouraged.

The submission cannot exceed 17 pages (12 pages, single spacing and 2.5 margins, excluding the title page, author contacts and the bibliography common to the three papers) including:

- the introduction (5 pages): presentation of the theme, the objectives of the session, joint discussion of theoretical, methodological (if applicable), practical and societal contributions.
- the 3 communications (12 pages).

### **VIDEOGRAPHIES**

Communications can be submitted in the form of videography. The film addresses, in an audiovisual and scientific manner, marketing phenomena (consumer phenomena, business practices, etc.).

The format of the proposed films must be between 10 and 30 minutes (maximum) and the document must be filmed and edited according to satisfactory technical and scientific quality standards (raw materials should be avoided). A written document of between 300- and 1500- words excluding bibliography (12 times, single spacing and 2.5 margins) presenting the research and indicating the approach followed, its purpose and its scope must accompany the videography. This document, if accepted, will be published in the conference proceedings. A 50-word abstract must also be submitted as well as a list of keywords (maximum 5).

Films must be accessible from a video platform (such as Vimeo or YouTube...) with password access. The link and password must be provided on the Sciencesconf platform upon submission.



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All information about the author and their credits must be removed from the submission to allow for blind review. These elements will be added to the final submission if accepted.

## WORKING PAPERS

The working paper will be submitted in the format of an “extended abstract” (750-1000 words, 12 times, single spacing and 2.5 margins excluding bibliographic references and appendices). The aim is to present an emerging research (a research project), in its early stages, on an innovative and original subject. The authors will take advantage of this submission format to address the specific questions they have in order to develop their work under construction. The working papers will be presented in poster sessions or special sessions in the format of “present your research in 180 seconds”. The authors will therefore have the opportunity, in these sessions dedicated to working papers, to present their work and receive comments and suggestions from participants. If accepted, the author will prepare their poster (if it is a poster session) to be displayed during the session (detailed instructions will be included in the notification of acceptance).

## SUBMISSION INSTRUCTIONS

All submissions, regardless of format, in their first versions, **must not include the names or contact details of the authors on the first page of the submission, nor in the title of the document.** The text as a whole must obviously and otherwise not allow them to be identified. The title of the submission must be indicated in lowercase (except the first letter) and in bold.

PLEASE NOTE: During the first submission, the authors' names should only be entered on the Sciencesconf platform and not in the text of the submission itself, in order to anonymize the submission which will be sent to the reviewers. Subsequently, if the submission is accepted, the authors' names and contact details should be indicated on the first title page.

All submissions, regardless of format, are subject to double-blind peer review by two reviewers, and papers accepted through this process are assigned to sessions covering a similar or related topic.

At least one author must be available to present their work at the conference.

## CALENDAR

- Online submissions open: **October 15, 2025**
- Deadline for submission of online communications: **December 8, 2025** (*this date is imperative, no submissions received after this date will not be accepted*)
- Notification of decisions to authors and changes to be made: February 2026
- Deadline for receipt of final communications: March 2026



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