

## Call for Papers

**The IPAM Porto Conference on Kids Marketing:**

**Kids Marketing – Trends on Children Consumer Behaviour and Marketing to Kids**

**APRIL 7th, 2011**

**IPAM Porto – School of Marketing, Portugal**

The Kids market is of growing importance: in 2006 kids had a buying power of \$18 billion in USA, which is estimated to be of \$21.4 billion in 2010. This growth increased the appeal of this market to marketers, and the phenomenon is now a worldwide trend with visible impacts in the development of a new generation, the consumer kids.

The impact of marketers actions on children development is of great controversy, and therefore research is needed to support the discussion of these matters and to guide the definition of legislation, self-regulation or best practices codes from the industry.

At the same time, children are considered as very important as actors of change in the world and therefore are a target audience for campaigns or marketing plans dedicated to “positive” actions such as recycling, road safety, etc.

This double viewpoint of children as important targets and at the same time in need of protection, stimulated the organization of this conference, hosted by IPAM Porto, the first school of marketing in Portugal, as a forum in which scholars from intersecting research streams will come together to debate current research and gain insights into future trends. This will be a small conference with a maximum of 45 papers so that participants have the opportunity to receive quality feedback. Our aim is to include participants from all over the world and to give equal opportunity to younger as well as established scholars, with quality of research being the predominant goal.

We invite both theoretical and empirical papers that predominantly, though not exclusively, reflect some of the following issues:

Child Obesity and other Food and Beverages related diseases and what is the role of marketers on the well being of children.

Digital Marketing targeted at kids and the evaluation of these new media.

Revista Portuguesa de Marketing | Portuguese Journal of Marketing

|@| [rpm@ipam.pt](mailto:rpm@ipam.pt)

|W| [www.rpm.pt](http://www.rpm.pt)

Marketing in schools and the evaluation of these strategies in terms of short and long term impact on children and on brands.

Marketing of NGO's whose target is children and strategies to change behaviours on children and families.

There is no registration fee.

All selected papers for presentation will be published in a special number of Revista Portuguesa de Marketing (Portuguese Journal of Marketing) ([www.rpm.pt](http://www.rpm.pt)).

### **Guest Editor**

**Professor David Buckingham** (Director of the Centre for the Study of Children, Youth and Media, London Knowledge Lab, Institute of Education, University of London) and Co-guest Editor

### **Co-Guest Editor**

**Professor Luisa Agante** (Instituto Português de Administração de Marketing – IPAM)

### **Submission process:**

- Submission of abstracts of 300-500 words to [rpm@ipam.pt](mailto:rpm@ipam.pt) by October 31, 2010.
- The authors of selected abstracts will be notified by November 30, 2010.
- Reception of full papers with 5.000 words to [rpm@ipam.pt](mailto:rpm@ipam.pt) by February 15, 2011.
- Final decision of accepted papers to be presented in the conference by March 1, 2011.
- Conference – April 7, 2011

### **Submission guidelines for abstracts**

- When applied, the abstract must follow this structure: objective(s); methodology; conclusion, limitations and conclusions implications (if applicable).
- Documents should be submitted in Microsoft Word file

### **Submission guidelines for full papers:**

1. All text must use Arial size 10pt except: headings that should be size 10pt and Bold; and graphic subtitles, tables, figures and footnotes should be in size 8.
2. Title of the article should be Arial size 24pt.
3. All text should have 1,5 lines space between lines.
4. Page margins: left 3 cm; top 3 cm; right 3 cm and bottom 3 cm

5. Preferentially, the title must have no more than 10 words. Must be presented in the original language and in English. The headlines must be numbered.
6. The paper must be followed by an abstract with 250 words. Must be presented in the original language and in English. It must follow this structure: objective(s); methodology; conclusion, limitations and conclusions implications (if applicable).
7. The paper must have 6 keywords which condense the text main topics. Must be presented in the original language and in English.
8. Graphics and images cannot be more than 2 (two) per paper; tables cannot be more than 4 (four) per paper. Whenever they exist they must follow certain requisites: inserted in the text in the place where they should be presented; in black and white; sequentially numbered. Preferred formats are: powerpoint; excel; wordart; .jpeg and .bmp
9. Notes should be used when strictly necessary. Being used it should be sequentially numbered and inserted in page footnotes.
10. Bibliographic references must be presented in Harvard style. It must contain all details and no abbreviations in book titles or journals. For several references quotes from the same author and the same year, it should be presented using "a", "b", "c"... immediately after the publication year. References through the text must use this format: (Author's surname, Publication's Year: Pages). The reference to internet sources must mention the URL.
  - a. For books: SURNAME, Name, (publication year) Title, Editor; Publication Place
  - b. For book chapter: SURNAME, Name , (publication year), "Chapter's Title", Editor's surname, Name, Book Title, Editor, Place of Publication, pages
  - c. For paper's articles: SURNAME, Name, (publication year), "Article's Title", Journals Title, volume (number), pages.

## About IPAM Porto

IPAM is The Marketing School in Portugal, being the first marketing university in the country. Since 1984 IPAM has been a reference in the field and has trained many marketers by providing a solid theoretical background and a very practical approach based on a hands-on methodology.

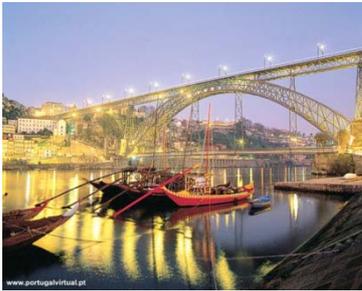
IPAM has three schools: Lisbon, Porto and Aveiro. The conference will be held by IPAM Porto, the oldest school, which has a beautiful location near the beach and the sea.



The school programs are the same in the three schools: two BA's in Marketing Management and Consumer Sciences; three MA's in Marketing Management, Consumer Behaviour and Management of Services and Clients; nine Executive Masters (in several domains like Sales & Trade Marketing, Hospitality and Tourism Management, Digital Marketing, etc) and three MBA's in B2B Markets, Consumer Markets and Pharmaceutical Industry.

[www.ipam.pt](http://www.ipam.pt)

## About Porto



Overlooking the Douro River, Porto is one of the most ancient European cities. It was born and developed from the northern bank of this river during the Middle Ages. One of the most significant aspects of Porto and its historical centre is its landscape, combining harmony with the urban structure and presenting a frame of rare beauty. The city was classified

as World Heritage by UNESCO in 1996.

When discovering Porto, you will find many surprises. Besides its welcoming and conservative environment, Porto is also contemporary and artistic. This is shown not only in the streets, architecture, monuments and museums but also in the terraces, restaurants and leisure and shopping areas.

Porto has many architectural points of interest like Serralves by the famous architect Siza Vieira or the most recent Casa da Música (Music House built in 2005) from Rem Koolhaas.



The city is also well known by its Port Wine and the famous cellars from all the wine companies, and the surrounding wine region of the Douro Valley.



In the recent years the centre of the city has attracted the attentions of artists and creative industries and became a fashion spot for all the youth people in the city and also to the tourists that visit the city.

You can travel to Porto by car, train, bus, metro, boat or plain. For more practical information about Visiting Porto please visit the local tourism site at <http://www.portoturismo.pt/index.php?m=3>