

Johan Arndt Conference 2025

Call for papers

We are delighted to announce the upcoming Johan Arndt Marketing Conference, to be held May 22-23 at Kristiania University College, in Kvadraturen campus in the middle of beautiful Oslo.

The Johan Arndt conference aims to provide a platform for scholars, researchers, and professionals in the field of marketing to share their ideas and research in marketing and marketing education. We invite submission of research papers addressing various aspects of marketing theory and practice.

What you should send:

We welcome extended abstracts of all types (conceptual, empirical, analytical, bibliometric, etc.) on any topic of marketing, including marketing education.

Formal requirements:

Maximum 2000 words, excluding references. Times New Roman, font 12, line spacing 1.0. Tables and figures should be integrated in the text. Reference style: APA 6 or 7. We accept abstracts written in English or a Scandinavian language.

Each paper will go through a peer-review process by a panel of marketing scholars. The criteria for evaluation include relevance, conceptual richness, methodological rigor, and contribution to the field.

Extended abstracts are submitted to: **johanarndt2025@kristiania.no**

Authors of accepted papers will be given the opportunity to present their work as part of oral 20-minute presentations during the conference.

Important Dates:

Paper submission deadline: Mars 15, 2025

Notification of acceptance: April 15, 2025

Registration deadline: April 20, 2025

Conference date: May 22-23, 2025