

CALL FOR PAPERS

FIFTH INTERNATIONAL CONFERENCE FOR MARKETING IN THE INSURANCE INDUSTRY

The Association for Insurance Marketing is happy to welcome you to the Fifth International Conference for Marketing in the Insurance Industry (ICMI). After four previous successful editions, the 5th ICMI conference will take place at IPAG Business School, one of the main French management schools, in the vibrant quartier of Saint Germain de Près, in the heart of Paris, on 17 and 18 October 2019.

The conference is organized by a group of leading academics from all over the world who are specialists in Marketing in the Insurance Industry. Participants will have the opportunity to present their research and networking.

For more information about the Association for Insurance Marketing:
(<https://www.associationforinsurancemarketing.com/>)

JOIN US!

DESCRIPTION OF THE CONFERENCE

The insurance industry is undergoing radical changes due to new legislations, technological innovations, digital transformation and changes in customer behaviors. The Fifth International conference for Marketing in the Insurance industry (ICMI) accepts contributions from scholars and professionals interested in marketing aspects and impacts in the insurance industry. Professionals in the field are invited to submit their work. Contributions may apply (but are not limited to):

- Digital transformation of the insurance industry
- Multichannel behavior in the insurance industry
- E-insurance
- Consumer behavior
- Judgment and Decision-Making
- The new role of the agency in the insurance industry
- The relationship between actuarial sciences and marketing
- Big data for marketing in the insurance industry
- Loyalty and customer satisfaction in the insurance industry
- Gamification
- Product development
- Customer Lifetime Value in the insurance industry

- Ethics in the insurance industry
- Practical case studies from marketing in the insurance industry

IMPORTANT DATES

- Deadline for full paper submissions: August 31, 2019
- Notification of acceptance/rejection: September 15, 2019
- Registration deadline: September 30, 2019
- Conference event: October 17 and 18, 2019 - IPAG Business School, 184 Bd Saint Germain, 75006 PARIS, FRANCE

SCIENTIFIC COMMITTEE

- Ilaria Dalla Pozza, Marketing Professor IPAG Business School, Paris, France
- Peter Mass, Marketing Professor, University of St. Gallen, Switzerland
- Julie Robson, Marketing Professor, Bournemouth University, UK
- Joel Wagner, Marketing Professor, HEC Lausanne, Switzerland
- Lionel Texier, Associate Director Risk and Analysis, Paris, France

SUBMISSION

You are kindly invited to submit your contribution, a 5-page abstract or a full paper (preferably in English, but French contributions may be accepted) to the Fifth International Conference for Marketing in the Insurance Industry by 31 August 2019.

Please send your contribution by 31 August 2019 by email to:

Ilaria Dalla Pozza, Marketing Professor, IPAG Business School
ilaria.dallapozza@ipag.fr

CONTACT

Conference chair: Ilaria Dalla Pozza, IPAG Business School, ilaria.dallapozza@ipag.fr

Association for insurance marketing:

<https://www.associationforinsurancemarketing.com/aim-members/board/>