

## **Marketing opportunities and challenges in a changing global marketplace: Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference**

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### **Abstrak**

This proceedings volume explores marketing opportunities and challenges that exist in the current, fast-changing landscape of the global marketplace. Current global issues such as the rising middle class in emerging markets, disruptive technological breakthroughs, big data analytics, changing consumer habits and concerns over national trade policies have renewed ethical concerns around consumer privacy and the tools companies use to operate, market to, connect and build a relationship with their customers. Featuring the full proceedings from the 2019 Academy of Marketing Science (AMS) Annual Conference held in Vancouver, Canada, this book explores and assess the rate of change that drives companies to evaluate and adapt their marketing strategies to remain competitive.

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.