

SPONSORSHIP OPPORTUNITIES 2024 MarkTech Conference

COLUMBIA BUSINESS SCHOOL, NEW YORK CITY, DECEMBER 13-14, 2024

Organizers: Bernd Schmitt (Columbia Business School) and P.K. Kannan (University of Maryland), and Gerrit van Bruggen (Rotterdam School of Management, Erasmus University)

The inaugural [2024 MarkTech Conference](#) seeks to bring together international scholars to share their research around the intersection of marketing and technology. Papers and presentations will address market, consumer, and competitive issues related to any technology, from more established areas of digital marketing, including user generated content, search and digital platforms, to the emerging impacts of AI, virtual reality, metaverse, robotics, NFTs, livestreaming and many others. In addition to academic presentations, the conference will also feature an executive panel discussing current practices and challenges in managing marketing-related technologies.

Background

Crypto-marketing concerns any marketing practice that leverages blockchain technology to design, price, promote and sell digital and non-digital goods. The crypto-marketing conference at Columbia Business School – hosted by the Center on Global Brand Leadership -- will be the second conference of its kind, following up on a similar, inaugural conference held last year in Lucerne (Switzerland). In addition to academic sessions, there will be participation and educational sessions by crypto-industry experts.

MarkTech: The Journal of Marketing and Technology

The conference will be in collaboration of the launch of [MarkTech: The Journal of Marketing and Technology](#), a new and innovative journal in the academic marketing field, both in terms of its editorial style and its content. Using a variety of formats, the journal will focus on rapid publication of research on various cutting-edge technologies that are affecting marketing.

Sponsorship Opportunities

To support the Conference, Columbia Business School is seeking sponsorship from companies and foundations. The sponsorship gift will support content development and educational support costs for the conference. One-third of all sponsorship funding will be placed into a

research pool to support academic research – including direct research cost needs and travel – around for scholar applications working on the intersection of marketing and technology.

Sponsorship will also support the Center on Global Brand Leadership's ongoing efforts to deliver premier educational programming on a larger scale to a diverse audience of students, alumni, researchers and industry professionals. Sponsorship is available at three levels: lead, gold, and sliver sponsor.

Lead Sponsor - \$25,000

- Acknowledgment as the lead sponsor of the Conference.
- Opportunity to present introductory remarks opening the conference.
- Invitation for a company representative to serve as a guest speaker during the conference.
- Recognition as a lead sponsor and ability to share thought leadership materials to Conference registrants and the Center on Global Brand Leadership's mailing list (15,000 students, alums, executives, and researchers)

Gold Sponsor - \$10,000

- Acknowledgment as a primary sponsor of the Conference.
- Invitation for a company representative to serve as a guest speaker during the conference.
- Sponsorship recognition throughout the event in all digital and physical materials

Sliver Sponsor - \$5,000

- Acknowledgment and recognition as a sponsor of the Conference throughout the event in all digital and physical materials

Topics of interest

Academic and executive researchers that work on a wide variety of areas around the intersections of marketing and technology have been invited to submit their work – deadline of September 16, 2024 -- for the presentations that will be at the core of the conference. Papers to be presented at the conference may be empirical or conceptual, and the focus may be strategic, behavioral or modeling-focused. Concepts may originate from economics, psychology, management, sociology, anthropology, computer science, or other related disciplines.

We look forward to answering any additional questions you may have about sponsorship opportunities for the inaugural 2024 MarkTech Conference.

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APPENDIX I: About the Center on Global Brand Leadership at Columbia Business School

The Center on Global Brand Leadership creates, gathers, and shares insights on how to build and manage strong brands.

Combining the research and intellectual capital of academia's foremost thinkers on branding with real world business cases, we show how all elements of an organization – from marketing and communications to supply chain and operations – can affect brands and their relationships with stakeholders.

The Center fosters a community of researchers, alumni, students, and business leaders from global corporations, agencies, and consulting firms to advance new knowledge, promote widespread learning, and serve as a forum to address the many challenges of brand building, brand management, and strategic marketing.

The Center on Global Brand Leadership was founded in 1999 at Columbia Business School under the direction of Professor Bernd Schmitt, a world authority on marketing and branding. The Center has global partnerships with leading business schools — in the U.S., China, Germany, Korea, Spain, and Singapore — providing an unmatched resource for researchers and practitioners.

<http://business.columbia.edu/globalbrands>

APPENDIX II: Center Directors and Researchers

FACULTY DIRECTOR: Bernd H. Schmitt, Robert D. Calkins Professor of International Business
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Professor Schmitt is Robert D. Calkins Professor of International Business at Columbia Business School. He researches, teaches, and advises corporations on branding, innovation, creative strategy, and customer experience.

Schmitt is the Editor-in-Chief of the *Journal of Consumer Research* and co-founder of TPM (Theory and Practice in Marketing). He has authored and co-authored more than 70 academic articles in marketing and psychology journals including *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, and *Journal of Experimental Psychology: Applied*. His research focuses on consumer behavior, innovation, experiential marketing, and brand management. Schmitt's books include (among others) *Happy Customers Everywhere*, *Big Think Strategy*, *Customer Experience Management*, and *Experiential Marketing*, which have been translated into more than 20 languages. As of March 2021, his work has received close to 30,000 citations in Google Scholar.

He won an award for innovation in the classroom for the course Corporate Creativity. At Columbia Business School, he has also taught several other courses including Market Innovation, Consumer Behavior, Advertising Management, Nonprofit Marketing, Luxury Goods Marketing as well as the Marketing core course (among others). He has held visiting appointments in China, Germany, Hong Kong, Poland, South Korea, and Singapore.

Schmitt is a frequent keynote speaker at academic and professional conferences worldwide. He has worked with sponsors and clients that include leading companies in the consumer package goods, automobile, electronics, software, financial services, pharmaceuticals, beauty and cosmetics, hospitality, and media industries.

DIRECTOR: Matthew Quint, Director, Center on Global Brand Leadership
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Matthew Quint is Director of the Center on Global Brand Leadership. Matthew researches, writes, and presents on a wide range of issues critical to building a strong brand. His expertise is in marketing ROI, strategies for marketing in the digital age, and the development of creative and effective brand communications. He is also the producer and host of the Center's BRITE conference.

Prior to joining the Business School, Matthew held positions at Columbia University in which he developed the Columbia Center on Sustainable International Investment and managed print and digital communications materials for Columbia Law School. Matthew was also the Assistant Counselor (Nuclear Science & Technology) at the Embassy of Australia in Washington, D.C., where he was instrumental in extending the Foreign Research Reactor Spent Nuclear Fuel program.

Matthew has been interviewed and cited in dozens of media outlets including *NPR's Marketplace*, *The Washington Post*, *Bloomberg*, *LA Times*, *USA Today*, and *Forbes*. He has written a chapter on measuring purpose in *Perspectives on Purpose* (Routledge, 2019). Matthew holds a B.A. in Political Science and History from Cornell University and a M.S. in Strategic Communications from Columbia University. Matthew is also a board member of New York City Children's Theater and past board member of the American Marketing Association New York.

RESEARCH DIRECTOR: Michel Tuan Pham, Kravis Professor of Business in Marketing
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Michel Tuan Pham is Kravis Professor of Business at Columbia University's Graduate School of Business, where he teaches in the MBA, EMBA, Ph.D., and Executive Education programs. He is the Faculty Co-Director of the Brand Leadership Program for Executives and incoming Research Director of the Center for Global Brand Leadership. He has a Licentiate degree in Applied Economics from the Catholic University of Louvain-Mons, Belgium and M.A. and Ph.D. degrees in Business-Administration/Marketing from the University of Florida, Gainesville. He also held visiting professorships at major international institutions such as the University of Chicago, where he was Ford Foundation Visiting Professor of Marketing, the Catholic University of Leuven in Belgium, the Institut d'Administration des Entreprises (IAE) of the University of Paris I – Sorbonne, the China Europe International Business School in Shanghai, the Hong Kong University of Science and Technology, and Singapore Management University.

Professor Pham's expertise and consulting activities are in the areas of marketing and branding strategy, customer insight and consumer psychology, trademark psychology, and the psychology of decision-making. An internationally acclaimed executive teacher, he has led

seminars on these topics for executives around the worlds. Recent training and consulting clients include Bayer Healthcare, Adidas, Brighton Collectibles, The Walt Disney Company, Bath & Body Work, Federal Home Loan Bank of New York, Coca-Cola, DNAinfo, Gucci, and Singapore Airlines.

A Fellow of the Intercollegiate Center for Management Sciences, he was recognized by the Marketing Science Institute as one of the leading marketing scholars of his generation. His award-winning research is widely cited and has appeared in many leading academic journals both in the U.S. and in Europe, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Organizational Behavior and Human Decision Processes*, *Journal of Consumer Psychology*, *Psychological Science*, *Personality and Social Psychology Review*, and *Review of General Psychology*.

His research and comments on current business issues have been widely publicized, including in the New York Times, Wall Street Journal, the Los Angeles Times, the Economist, Forbes, BBC's World Business Report, and CNN's Headline News. He is a past president of the Society for Consumer Psychology, the leading professional organization for the advancement of the science of consumer psychology. Professor Pham is a Belgian citizen of Vietnamese descent, permanent resident of the US, who was born in Congo. He currently lives in Manhattan, New York City with his wife, a Taiwanese citizen (whom he married in Spain), and their two young sons, who are US citizens.