

Participation at the “2019 AMA Winter Academic Conference” in Austin, Texas

Desirée Valeria Ukobitz, dukobitz@edu.aau.at

Doctoral Student in “Innovation, Entrepreneurship and Economic Development”

The academic conferences hosted by the American Marketing Association (AMA) are among the most renowned conferences among marketing- and innovation science-oriented researchers. The American Marketing Association aims to bring together researchers from various marketing related fields, who study these phenomena through multidisciplinary and methodologically diverse approaches. The AMA usually hosts three academic conferences per year, and for this year’s, 2019 AMA Winter academic conferences, I was granted the opportunity to present my doctoral research.



This year the session took place in Austin, Texas, one of the most innovative cities in the United States. Academics from all over the world were travelling to Austin such as to participate in the grand event. The 2019 AMA Winter Academic Conference focused the issues of ‘understanding complexity’ and ‘transforming the marketplace’, emphasizing the importance of analyzing emergent marketing processes such as to transform existing marketplaces into a better world.

Upon arrival to Austin and registration at the conference site, every participant needed to select his track, in my case: doctoral student and innovation management. Happily, I registered and immediately started off to join ongoing sessions. I had the entire Friday to participate in various sessions and network with renowned, well know academics and young knowledge-hungry doctoral



students, who were all gathering in Austin for the same reason: get updated on the newest trends in Marketing Research. My own presentation was scheduled for Saturday, so I had enough time to network with like minds and also benchmark my proposed presentation format with others



Friday evening, AMA organized a welcome reception for all participants. The cocktail was a very nice opportunity to get to know participants and extend conversations in a relaxed environment. AMA converted the entire space into a poster museum, allowing all participants to wander around with a glass of juice or wine and have a look at novel research findings presented on visually attractive academic posters.



After the cocktail, those who had their presentation scheduled for Saturday ran off to their hotels to finish last preparations for their sessions and those who already accomplished their duties went out to celebrate their success in the lovely Jazz musician-filled streets of Austin.

Saturday arrived and I was well prepared to kick off the day at the Conference with my own research. My presentation was part of a new program scheme that AMA implemented, "spotlight sessions", short and precise 15 minutes sequences of six academic research papers presented in contextually aligned two-hour sessions.

I participated in 2019's "RESEARCH SPOTLIGHT: Innovation and Legitimacy in Evolving Markets"

RESEARCH SPOTLIGHT: Innovation and Legitimacy in Evolving Markets

416B

Institutional and Cultural Complexity

1. **Changing Markets by Triggering Socio-Cognitive Transformations: How Tesla Boosted the Electric Car Market**
[Pierre-Yann Dolbec](#), Concordia University
[Eileen Fischer](#), York University
2. **Contested Boundaries and Logics: Organizational Legitimacy in the Subfield of Online Journalism**
[Gillian Brooks](#), Saïd Business School, University of Oxford
3. **The Regional Innovation System of Medellín: Perceptions and Motivations of Participating Organizations**
[Ana M. Ortega](#), Universidad Eafit
[Lina M. Ceballos](#), Universidad Eafit
4. **Toward a Unified Domain for Theorizing Market Datafication: The Intersection of Dataist Ideology, Data-Driven Markets, and the Quantified Consumer**
[Beth L. DuFault](#), University at Albany (SUNY)
[John W. Schouten](#), Memorial University of Newfoundland
5. **Collaborative Innovation as Representation – An Institutional Perspective**
[Claudia M. Vaughan](#), University of Hawaii at Manoa
6. **Drivers and Contextual Barriers of Radical Technology Adoption in Organizations: Example of the Mexican Footwear Industry.**
[Desiree V. Ukobitz](#), Alpen Adria University Klagenfurt

on Institutional and Cultural Complexity. Five Innovation scholars from all over the world: Great Britain, Australia, Colombia, Hawaii and Newfoundland joined me on this unforgettable experience. After six very interesting spotlights sessions, scholars and the audience raised several questions on how to trigger the adoption of new technologies and innovation in society, allowing a lively discussion among all

participants.

Besides my own presentation, I had the opportunity to join diverse panels, group discussions and spotlight sessions, thereby sneaking a peek into trending academic topics by renowned global scholars. I highly appreciated the fact that the adoption of new technologies and digital developments throughout all touchpoints of the customer journey, online as well as offline, are generating a new wave of research, that was heavily discussed in 2019 AMA Winter Conference. Emphasis was further placed on the evolution of customer behavior in a rapidly changing digital and social context and the necessity of novel forms of advertising satisfying these transforming needs. I loved to experience, the passion of Marketing and Innovation Scholars for sustainability and social impact related topics. A variety of research focused on customers', especially younger generations', desire for social good and mindful consumption, thereby underscoring topics like sharing economies, mindful brand personalities as well as communication and societal wellbeing. All conference [proceedings can be found on the AMA Homepage.](#)



Saturday at noon, AMA organized another great social event, the Awards lunch. The awards lunch was a group lunch-encounter where the best papers and the respective authors were nominated. At night AMA launched a party for all participants, promising a DJ and loads of fun.



Besides everything experienced at the Conference, I also tried to take a glance at the city, Austin. Fortunately, and also, obviously, electrical Scooters already arrived to highly innovative and entrepreneurial Austin, allowing me to accelerate sightseeing, riding across the town in Limes and Greens.

Austin is a super modern city in the middle of Texas, it is famous for its music festivals as well as for the biggest entrepreneurship festival “South by Southwest” which was just about to start on Sunday when I left. At night Austin closes up major streets allowing musicians to play



and people to dance and have fun all around the town. Besides the vibrant jazz and rock vibes, Austin seems pretty calm and laid back. New global players, like Google and Facebook just recently established headquarters in Austin, taking advantage of the growing programming and entrepreneurship ecosystem. I personally believe that this city will experience huge growth and economic development within the next years. Definitely, Austin is a place worth visiting and to be honest, it was hard to say goodbye, both to Austin as well as to the AMA.



Overall, I highly enjoyed my participation at the 2019 AMA Winter Conference and my stay in Austin, not only was it very enriching to present my research and receive valuable feedback from renowned scholars but also did I appreciate all the incredible networking opportunities rigorously

organized and planned my the AMA. I will definitely apply for the AMA Winter Conference in 2020, hoping to reencounter with various of those great personalities I have been meeting during this year's event.

I am very grateful with the Alpen-Adria University Klagenfurt for granting me such an incredible experience and would really like to thank the "Verein zur Förderung der Wirtschaftswissenschaften" for supporting me in this venture. Without the generous support of the "Verein zur Förderung der Wirtschaftswissenschaften" of the Alpen-Adria University Klagenfurt, this participation would not have been possible.