The 2027 La Londe Conference
Consumer Behavior and Marketing Communications

Porquerolles Island (French Riviera), June 1 - June 4, 2027

The 52nd International Research Conference in Marketing
organized by the CERGAM Research Center,
Aix-Marseille Graduate School of Management & Toulon Graduate School of Management – France

Chairpersons
Pierre Chandon, INSEAD
David Faro, London Business School

Keynote Speaker
Ayelet Fishbach, The University of Chicago Booth School of Business

Coordinators
Aurélie Kessous, Cergam, Aix-Marseille University
Fanny Magnoni, Cergam, Aix-Marseille University
Brigitte Müller, Cergam, University of Toulon
Isabelle Muratore, Cergam, University of Toulon

About the Conference
La Londe is a small conference of about 50 talks on consumer behavior held every other year. Attendance is reserved for presenters and co-authors. Thanks to its longer talks and informal setting, the conference prides itself on rich intellectual exchange among top-level CB researchers from around the world.

As in previous years, the conference no longer takes place in the town of La Londe (hence its name) but on the idyllic car-free island of Porquerolles on the French Riviera. The BBC says that it's picture-perfect, and we agree! Porquerolles is close to the town of Hyères (accessible by high-speed train from Paris and its airports), the Toulon-Hyères airport (TLN), and 69 miles from Nice (which has direct flights to five US cities).

Topics of Interest
We invite submissions of papers that provide theoretical or empirical advances in understanding and/or predicting consumer behavior. In addition to papers focused on consumers' responses to marketing

communications, we invite papers that contribute to understanding all aspects of consumer behavior.

The Selection Process
We call for original papers, written in English. Original papers might fall into two categories: competitive papers or flash talks papers. The flash talks are meant to be short presentations showcasing ongoing research. It is aimed at researchers interested in discussing recently launched research projects. Every session will include a combination of presentations of competitive papers and flash talks.

Submission
Authors are invited to transmit their submissions via a conference management interface. The link to this interface is:
https://lalondeconf.sciencesconf.org/

For competitive papers, submit a full paper (maximum 50 pages, all inclusive). For flash talks, submit a paper with a maximum of 4,000 words. This includes everything: the title page with abstract (150 words maximum), keywords (5 maximum), article, references, appendix, tables, and figures. Figures and Tables should be integrated into the text as close as possible to their first mention. References should follow the APA style guidelines (https://apastyle.apa.org).

Any paper exceeding the limit will not be included in the review process. Papers should be double-spaced, Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font), 2.5cm margins on all sides (top, bottom, left, right).

All submissions, regardless of format, **must not show the authors' names or contact details on the first page**. The text as a whole must, of course, not allow authors to be identified.

For the 1st submission, authors' names are to be entered only on the submission platform (according to the submission procedure). Of course, if the submission is accepted, a 2nd version of the article should be submitted including the authors' names and contact details.

An individual can be associated with multiple papers (as an author or co-author) but can serve as the presenter for only one submission. The presenting author commits to attending the conference and presenting the paper upon acceptance. All the authors of submitted papers will be included as potential reviewers. Those listed as presenters must agree to review at least one submission.

Contacts
The administrative officers Fabienne PAUL and Lély TAN will be happy to give you more details about reservations and other practical aspects of the conference.
E-mail: lalondeconsumer.behavior@iae-aix.com ; phone : +33 (0)4 13 94 26 35.

Important dates
Deadline for paper submission: **14 December 2026**
Notification to the authors: **10 March 2027**

La Londe Conference:
https://lalondeconf.sciencesconf.org/





