

1st CALL FOR PROPOSALS

2026 Positioning Theory Research Conference

May 30 – June 3, 2026

Adam Mickiewicz University, Poznań, Poland

(On-site and in-person only)

On-site Conference

Proposal submission close: February 1, 2026
Proposal decisions: March 1, 2026
Registration opens: March 10, 2026
Registration closes: April 30, 2026

Schedule

Saturday, May 30	Evening Reception
Sunday, May 31	Conference Sessions and Keynotes
Monday, June 1	Conference Sessions and Keynotes
Tuesday, June 2	Conference Sessions and Keynotes
Wednesday, June 3	Data Analysis Workshop

Advance Registration Costs (Registration Opening Soon)		
	In-Person*	Data Analysis**
Faculty	260 EURO	40 EURO
Student	130 EURO	40 EURO

*Lunches, beverages, refreshments and conference materials are included for in-person sessions.

**Data analysis participants must attend the Sunday to Tuesday in-person sessions.

Travel & Accommodations Information

For more information visit our website: <https://ptconference2026.web.amu.edu.pl/travel-and-accommodation/>

DESCRIPTION OF PROPOSAL TYPES

There are three types of papers for the conference: 1) Empirical research papers, 2) Theoretical/Conceptual, or 3) Methodological. There is also a half-day Data Analysis Workshop following the conference which has an additional fee and requirement. (See **REQUIREMENTS** section of this document for the specific criteria on writing paper proposals and data analysis workshop proposals).

1. **Empirical research papers** must present research that has already been carried out and where analysis is complete. Proposal *submissions for empirical papers should make clear connections to Positioning Theory* and include:

- Purpose
- Theoretical Rationale
- Research Questions
- Methodology
- Findings
- Implications

2. **Conceptual or theoretical papers** may include, but are not limited to, research reviews or syntheses, considerations, expansions, explorations, or amendments of Positioning Theory or models associated with Positioning Theory. *The focus or thesis (i.e., argument) related to Positioning Theory literature should be described clearly.* Proposals describing conceptual or theoretical papers should include:

- Purpose
- Theoretical Rationale
- Thesis or framing questions
- Methodology or development of arguments (as applicable)
- Conclusions
- Implications

3. **Methodological papers** may include, but are not limited to: advances in Positioning Theory methods and analysis clearly grounded in and building upon prior Positioning Theory studies. *Methods should illustrate new insights.* Methods using a transdisciplinary approach are especially encouraged. Proposals describing methodological papers should include:

- Purpose
- Theoretical Rationale
- Framing questions
- Description of methodological advances
- Implications for transdisciplinary research using Positioning Theory

4. **Data Analysis Workshop.** The Data Analysis Workshop will be held on the half-day immediately following the Positioning Theory Conference. This day requires an additional fee of 40 EURO per participant. Participants must attend the Positioning Theory Conference prior to the Data Analysis Workshop. The number of participants will be limited, and a proposal is

required. The purpose of the Data Analysis Workshop is for researchers in any discipline to bring a current methodological challenge or issue confronting them in a particular data set. All participants must have data and bring excerpts of data to share and discuss. See **REQUIREMENTS** for what to include in Data Analysis Workshop proposals.

Proposals for Papers must not exceed 1500 words and no more than five (5) tables or figures may be included. **Proposals for Data Analysis Workshops** must not exceed 750 words excluding references, tables/figures, and front matter (i.e., authors, title, etc.). See **REQUIREMENTS** for more information.

REQUIREMENTS FOR PROPOSALS

PAPERS Requirements for Proposals. Proposals must contain:

1. Title
2. Author(s)
3. Affiliations of all authors
4. Email addresses of all authors and one author designated as "Contact Email"
5. Abstract: The abstract is a single paragraph of up to 200 words to describe the topic focus of the proposal. The abstract should indicate the proposal type: *empirical*, *theoretical/conceptual*, *methodological*, *poster*, or *data analysis workshop*.
6. Key words: Up to five (5) key words.
7. For the conference days, there are three types of papers: *empirical*, *conceptual/theoretical*, or *methodological*. (These are described in section: *Description of Proposal Types*). Proposals should contain:

<u>Empirical</u>	<u>Conceptual/Theoretical</u>	<u>Methodological</u>
• Purpose • Theoretical Rationale • Research Questions • Methodology • Findings • Implications	• Purpose • Theoretical Rationale • Thesis or framing questions • Methodology or development of arguments (as applicable) • Conclusions • Implications	• Purpose • Theoretical Rationale • Framing questions • Description of methodological advances • Implications for transdisciplinary research using Positioning Theory

8. References: In APA 7th style <https://apastyle.apa.org/> (References are excluded from the word count).
9. Submit as PDF or MS Word file.
10. Proposals for paper presentations must not exceed 1500 words excluding references, tables/figures, and front matter (i.e., authors, title, etc.). No more than five (5) tables or figures may be included.

DATA ANALYSIS WORKSHOP Requirements for Proposals. Proposals must contain:

1. Title
2. Submitter(s)
3. Affiliations of all submitter(s)
4. Email addresses of all submitters and one designated as “Contact Email”.
5. Abstract: The abstract is a single paragraph of up to 200 words to describe the topic focus of the proposal. The abstract for Data Analysis Workshop proposals should indicate the methodological problem or challenge to be addressed.
6. Key words: Up to five (5) key words.
7. Statement of Participation. *The following statement must be included at the beginning of a data analysis workshop proposal:* “To participate in the Data Analysis Workshop, I/we understand that the following criteria must be met:
 - a. Data Analysis Workshop proposals will be reviewed competitively. I/we understand that our proposal must be accepted in order to participate in the workshop.
 - b. I/we must attend the Positioning Theory Conference preceding the Data Analysis Workshop.
 - c. I/we must pay an additional fee to cover costs of the Data Analysis Workshop.
 - d. If accepted, the following submitters will attend the workshop: [List your name and collaborators attending].”
8. Body of the proposal for Data Analysis Workshop must be no more than 750 words and should contain:
 - a. Purpose of the study
 - b. Research Questions
 - c. Context(s) and Data Source(s) of your study. Specify which data you will focus on during the workshop (i.e., for large data sets, participants will need to selectively choose data or data excerpts).
 - d. Description of which aspects of Positioning Theory are most relevant to analysis
 - e. Methodological approach or approaches relevant to analysis
 - f. Methodological problem or challenge *as related to Positioning Theory*.
9. References: In APA 7th style <https://apastyle.apa.org/> (References are excluded from the word count).
10. Submit as PDF or MS Word file
11. Proposals for the Data Analysis Workshop must not exceed 750 words excluding references, tables/figures, and front matter (i.e., authors, title, etc.). No more than five (5) tables or figures may be included.

Submit proposals as MS Word or PDF files by February 1, 2026 via email to:
positioningtheoryconference@gmail.com

Please visit the conference website (<https://ptconference2026.web.amu.edu.pl>) or send an email to positioningtheoryconference@gmail.com for further details regarding submission guidelines or for additional information about the conference.

Organising Committee:**Conference Chair:**

Dr. [Mary McVee](#) (University at Buffalo, SUNY)

Conference Co-chairs:

Dr. [Katherine Frankel](#) (Boston University)

Dr. [Bo Allesøe Christensen](#) (Aalborg University)

Dr. [Pasi Hirvonen](#) (University of Eastern Finland)

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