



International Marketing Trends Conference

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IMTC**

www.marketing-trends-congress.com



The **International Marketing Trends Conference** offers a great variety of conferences and covers a wide range of topics with two key orientations that make it a special place:

- **“Trends”** are at the heart of the conference and will become a stronger focus of the conference. The choice has been made by the Scientific Committee to further emphasize the trends that shape the future of marketing for both academics and professional with dedicated events.
- **“Business Interaction”** with companies has always been at the heart of the conference, in particular in the many round tables involving top marketing managers. It will become even more important with new events such as business cases and a specific focus of the publications on their implications in the day-to-day marketing life.

Key events and publications of the International Marketing Trends Conference :

- **International Marketing Trends Congress**, an academic event where professors and researchers present their work on the latest research trends in marketing;
- **Poster Session**, an exchange platform which takes place in a specific location where researchers can display a paper poster illustrating their research and meet other researchers;
- **Marketing Strategy Forum**, a series of round tables and presentations where business professionals are invited to exchange with other managers and academics on the marketing strategies;
- **Healthcare Strategy Forum**, a conference dedicated to the pharmaceutical industry where top executives exchange on the key strategic issues of the industry;
- **Arts, Cultural and Creative Industries Forum**, specifically focused on meeting artists and business professionals working in the creative world ;
- **Doctoral Colloquium**, which offers Ph.D. students the opportunity to present their research and receive guidance on future directions from leading academics;
- **International Marketing Trends Awards**, which acknowledges researchers and professionals for their overall achievements;
- **Professor Elyette Roux Best Thesis in Luxury Management Prize**, which aims at acknowledging outstanding research made by Ph.D. students all along their thesis work and support future research and publications in the field of luxury brand management;
- **Best Thesis Award**, which is given to the author of a completed thesis for its outstanding contribution to research in marketing;
- **Best Paper Award**, which is given to the best conference paper;
- **Marketing Trends Journal**, a RANKED academic publication dedicated to research on the marketing trends.

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12 key tracks :

- International Marketing
- Big Data, Artificial intelligence and Marketing analytics
- Branding and Marketing Communication
- Consumer Behavior and Marketing Research
- Digital Marketing
- Innovation and Product Management
- Marketing and Sustainability
- Marketing Strategy
- Retailing and E-Commerce
- Sales, CRM, Pricing and Promotion
- Sectorial Marketing – Services (Services, Tourism, Culture, Healthcare, Media, Education, Non profit...)
- Sectorial Marketing – Goods (B-to-B, Luxury, Automotive, Consumer Goods, Food...)

In order to favor the multicultural exchanges, the official language of the conference is English but the papers can be written in **English, French, German, Italian, Portuguese and Spanish**. A one page summary in English must be attached for papers written in an other language.

All **papers (5 pages)** will be subjected to **double blind peer-reviewing** and are expected to meet academic excellence. **They must be submitted via the conference website www.marketing-trends-congress.com.**

Scientific Committee Chairs :

- Pr. Michael LINGENFELDER, Philipps-Universitat Marburg (Germany)
- Pr. Jean-Louis MOULINS, Université Aix-Marseille (France)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Jean-François TRINQUECOSTE, Université de Bordeaux (France)
- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)

Scientific Committee Honorary Chairs :

- Pr. Jean-Claude ANDREANI - ESCP Europe (France)
- Pr. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy)

PAPER PUBLICATION RULES

The full papers are expected to be **approx. 10,000 (5 pages - recommended)**.

In case you are contributing to more than one paper at the conference, please keep in mind that **you cannot be the first author of more than one publication** and should therefore appear as co-author of the other paper. Also note that you will not be allowed to be first author and/or co-author of more than 2 papers.

Format rules:

- Single spaced throughout
- Times New Roman 12
- A4 page formatting
- Justified
- 2.5 cm margins on all sides

Presentation rules:

- Manuscript file in Word (.doc or .docx)
- **For the reviewing version: NO personal or professional information**
- The first page of the **reviewing version** should be a title page including the title of your manuscript in English and (optional) in paper language
- Immediately after the title, *abstract in English and (optional) in your paper language* and *key words in English and (optional) in paper language* (max 5)
- For the **final paper (after reviewing process and paper acceptance ONLY): name of authors and co-authors on the front page** - University address - Present position - Telephone number and e-mail address and any *acknowledgment or technical assistance* on the front page
- Use of academic format for formulas, figures and tables

Paper structure:

- In the final version **ONLY** (not in the reviewing version), on the front page: name of authors and co-authors - University address - Present position - Telephone number and e-mail address – Acknowledgment and/or technical assistance
- | | |
|-------------------------------------------------------------|-------------------------------------------------------------------------------|
| 1. Abstract | 8. Discussion |
| 2. Key Words | 9. Conclusion |
| 3. Introduction and Objectives | 10. Limitations |
| 4. Research Question | 11. Further Research |
| 5. Conceptual Framework / Literature Review /Research Model | 12. Managerial Implications |
| 6. Method | 13. Bibliography at the end of the paper (use academic format for references) |
| 7. Findings | 14. Appendixes after the Bibliography |