

International Marketing Trends Conference

DOCTORAL COLLOQUIUM IMTC

www.marketing-trends-congress.com



DOCTORAL COLLOQUIUM

SUBMISSION RULES

All the documents should be sent via the conference platform.

<http://papers.marketing-trends-congress.com/doctoral-colloquium>

Submission Requirements:

- **Please note that all documents must be sent in Word format in English.**
- **Proposal** (2 to 7 pages max) : Provisional title – Author information (university affiliation) – Abstract – Keywords – Academic and managerial marketing issue – research question – literature review – Theoretical framework and hypotheses – Suggested methodology – Anticipated results or preliminary findings or results – Conclusion – Expected theoretical and managerial implication and anticipated contribution to knowledge – Main references.
- **Research Statement** (2 pages max): Name – University address – Title – Name of thesis advisor(s) – Date of enrollment and whether part-time or full-time – Research agenda – Whether at the early (theoretical development), middle (data collection) or late (data analysis and discussion) stage – Next steps – One specific issue where you would like feedback from the panel.
- **Curriculum Vitae** (2 pages max): Brief CV – Name – Address – Academic background – Work experience – Research interests and objectives – Main publications.
- **Letter of nomination:** The thesis advisor is supposed to send his approval with the proposal of the research and to confirm the research agenda.

Selection Criteria:

The **Scientific Committee** will review the proposals and provide development suggestions. The selection criteria will focus on proposals dealing with new trends and developments in marketing as well as on the quality and soundness of the suggested method and the potential contribution to advancing in the field of research. Preference will be given to doctoral candidates who have finished data analysis and discussion.

OTHER EVENTS AT IMTC

INTERNATIONAL MARKETING TRENDS CONGRESS

- For **Professors and Doctoral Students**.
- **Max. 5 pages papers** in English, Arabic, Chinese, French, German, Greek, Italian, Portuguese, Russian or Spanish. Double blind peer-reviewing
- All papers are indexed in the Google Scholar database.
- Submissions on conference website : **www.marketing-trends-congress.com**.

Key sessions of the conference :

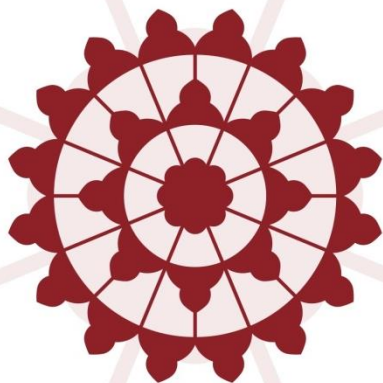
- Brand Management
- Communication
- Consumer Behavior
- CSR & Ethics
- Customer Satisfaction - CRM
- Digital Marketing
- Distribution
- E-Commerce
- International Marketing
- Marketing Research
- Marketing Strategy
- Product Innovation
- Social Media
- Sustainable Development
- Territorial Marketing

Key industrial sectors of the conference :

- Arts & Culture
- Bank & Finance
- Food Industry
- Healthcare
- Kids & Teens
- Luxury Goods & Fashion
- Retail
- Small and Medium Sized Firms
- Tourism

POSTER SESSION

- A specific area of the conference is dedicated to the **Poster Session**. It is equipped to allow the **physical exhibition of paper posters** (A1 size) illustrating the participants' research methods and outcomes. The conference attendees can see a variety of posters and meet with the researchers.
- The **posters** will be evaluated by the **conference scientific committee**. They are expected to be sent **via the conference website www.marketing-trends-congress.com**.



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CONFERENCE SECRETARIAT

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