



International Marketing Trends Conference

Venice

18-20 January 2024

Isola di San Servolo

CALL FOR PAPER AND POSTER

23rd International Marketing Trends Conference

Submission Deadline: 18 September 2023

www.marketing-trends-congress.com



23RD IMTC 2024 VENICE (ITALY)

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 is also a key focus of the conference, in particular with the choice of guest speakers, the round tables involving top marketing managers, conferences enabling the confrontation of academics and managers.

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;
- **Trends Track**, a round table confrontation of managers and academics on the key marketing trends identified in academic research;
- **Marketing Strategy Forum**, a series of round tables and presentations where business professionals are invited to interact with other managers and academics on their marketing strategies;
- **Luxury Brand Management Forum**, where luxury brands are invited to share their experience with the conference guests ;
- **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 Brand 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;
- **Managerial Impact Award**, which is granted to researchers for the managerial implications developed in their research work.;
- **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.

CALL FOR PAPER AND POSTER

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
 - And...
- ... a specific 2024 Marketing Trends Track : “ Technology driving marketing for a better world ? AI, metaverse, ChatGPT, Augmented Reality, robots...”.
- 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**. An abstract in English must be included for papers written in another language but English.

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.**

The **posters** will be evaluated by the **conference scientific committee**. They must be written in **English**. They are expected to be **submitted via the conference website www.marketing-trends-congress.com.**

Conference Chairs :

- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Julien SCHMITT, ESCP Business School – Paris Campus (France)
- Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)

Conference Honorary Chair :

- Pr. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy)

Conference President :

- Ms Françoise CONCHON-ANDREANI, ESCP Business School – Paris campus (France)

Submission deadline: 18 September 2023.

PAPER SUBMISSION GUIDELINES

PLEASE CAREFULLY READ THESE GUIDELINES BEFORE SUBMITTING YOUR PAPER AND STRICTLY FOLLOW THEM.

Attendance rules:

- By submitting a paper, if the paper is accepted, at least one of the authors and co-authors commits to attending the conference and presenting their publication. Multiple presenters are accepted.
- By submitting you declare that your paper has not been previously presented at any other conference or published in any journal.

Track choice

When submitting your paper, you will be asked to choose in which tracks you would like it to be presented. Make sure you give at least 2 track possibilities among the choice of tracks.

In order to keep a balanced number of papers in the various tracks, the Scientific Committee may decide to allocate your paper to a different track than the one you chose, but everything will be done to meet your recommendation.

Double-blind peer-reviewing process

- All papers are evaluated through a double peer-reviewing process thanks to the contribution of a Reviewing Committee of over 400 academic reviewers.
- The process is based on a blind review.
- The evaluation integrates 11 criteria which take into consideration the quality and originality of the research as well as its academic and managerial implications.
- Any comment made by the reviewers will be forwarded to the authors and co-authors, whether they imply modifications or not.
- The final acceptance decision is made by the IMTC Scientific Committee on the basis of the recommendations of the Track Chairs and the scientific orientations of the conference.
- Papers that are not accepted for oral presentation, can be invited to be presented as posters.
- **All authors and co-authors commit themselves to integrating in the final version of their papers all the modifications suggested by the reviewers.**

Paper publication

All authors and co-authors have the **possibility to choose to publish either the full version or only the abstract**. Should you choose to publish only the abstract, please send an email to the conference secretariat to state your preference. In absence of any information regarding your publication choice, the full paper will be published in the latest version received by the Scientific Committee.

PAPER PUBLICATION RULES

The papers are expected to be **5 pages - 20.000 characters spaces included long** (short paper / extended abstract). This does NOT include the cover page with the title of the paper and the abstract, the tables, the graphs, the references and the appendix). Any paper not respecting the limit rules will be rejected.

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(s). Also note that you will not be allowed to be first author and/or co-author of more than 2 papers.

Format rules:

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

Presentation rules:

- Manuscript file in Word (.doc or .docx)
- **For the reviewing version: NO AUTHOR personal or professional information**
- First page of the **reviewing version** : 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* (maximum 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. Appendix after the Bibliography |

POSTER PUBLICATION RULES

Paper authors and co-authors are also allowed to submit posters. The posters must be submitted via the conference website www.marketing-trends-congress.com.

The posters will be assessed for both content and visual impact.

Format rules:

- **Type of font:** Arial
- **Title (at least 36 points)** should be in bold. Author name and author's affiliations and e-mail addresses should be included. Also, for easy contact during the conference, a mobile phone number could prove useful - although this is left to the appreciation of the author-.
- **Text (at least 24 points)**. A poster should be easily readable from a distance of 1 to 2 metres, and 1.5 or 2 lines of spaces should be used between each line.
- **Headings (30 points or more)**. Should be 25% larger than normal text. Bold or other colours may be used.
- **The amount of text** should be kept to a minimum, and each block of text should include no more than a few sentences.
- **Visual impact** (illustrations, tables and graphics) is important and the authors are encouraged to include colour images and background.
- **Presentation:** either horizontal or vertical into three or four sections

The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.

The posters should also be readable in A4 format in order to be included in the conference proceedings.

POSTER TEMPLATE



International
Marketing
Trends
Conference

POSTER SESSION

Title of research project

Description of research project

Name of author(s) and contact information

OTHER EVENTS AT IMTC 2024

DOCTORAL COLLOQUIUM – 18 JANUARY 2024

- For **Doctoral Students** in an **intermediate or advanced stage** of their dissertation process.
- 50 minutes presentation of their research work in front of a panel of 8-10 leading academics in an international and friendly one-to-one environment.

Submission deadline : 06 November 2023

BEST THESIS AWARD – 18-19 JANUARY 2024

- To recognize and encourage **Ph.D. in Marketing** and emphasize their talent.
- Each nominated thesis must have been successfully **defended between January 2022 and January 2023**

Submission deadline : 06 November 2023

ELYETTE ROUX LUXURY BEST THESIS AWARD – 18-19 JANUARY 2024

- To acknowledge outstanding research made by **Ph.D. in Marketing** and support future research and publications in the field of **luxury brand management**.
- Open to **Ph.D. students who defended their thesis between January 2022 and July 2023** on marketing issues linked to luxury brand management.

Submission deadline : 06 November 2023

CONFERENCE SECRETARIAT

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