

**International
Marketing
Trends
Conference**

Paris

16-18 January 2020

**CALL FOR PAPER
19th IMTC**

Deadline : 15 September 2019
www.marketing-trends-congress.com



19TH IMTC 2020 PARIS (FRANCE)

The 19th International Marketing Trends Conference will take place in Paris (France) on January 16-18 2020.

With over 500 speakers and contributors, from more than 50 different countries, the International Marketing Trends Conference offers a great variety of conferences and covers a wide range of topics. It has, over the years, also proven to be a unique think-tank that interacts with leading business professionals, top academic experts, professors, researchers and Ph.D. students.

The IMTC takes place alternatively in Paris (France) and Venice (Italy).

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;
- **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.

CALL FOR PAPER

Key sessions of the conference :

- Brand Management
- Communication
- Consumer Behavior
- CSR & Ethics
- Customer Satisfaction - CRM
- Digital Marketing
- Distribution
- E-Commerce
- 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
- Tourism

In order to favor the multicultural exchanges, the official languages of the conference are **English, Arabic, Chinese, French, German, Greek, Italian, Portuguese, Russian and Spanish.**

All manuscripts will be subjected to **double blind peer-reviewing** and are expected to meet academic excellence.

Scientific committee co-chairs :

- Pr. Jean-Claude ANDREANI - ESCP Europe (France)
- Pr. Roger BENNETT - London Metropolitan University (UK)
- Pr. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy) *Honorary Member*
- Pr. Michael HAENLEIN - ESCP Europe (France)
- Pr. Michael LINGENFELDER - Philipps-Universität Marburg (Germany)
- Pr. Alberto PASTORE - Università di Roma La Sapienza (Italy)

The full papers must be submitted via the conference website www.marketing-trends-congress.com.

Submission deadline: 15 September 2019.

PUBLICATION RULES

The full papers are expected to be approx. 10,000 (5 pages - recommended) to max. 14,000 signs (7 pages).

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:

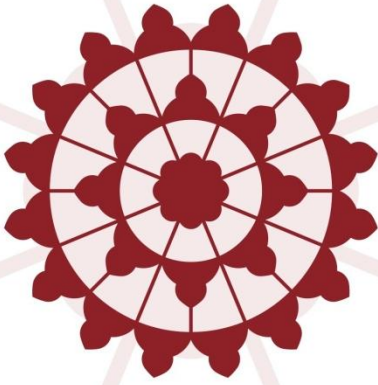
- Single spaced throughout
- Times New Roman 12
- A4 page formatting
- Justified
- 2.5 cm margins on all sides

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
 2. Key Words
 3. Introduction and Objectives
 4. Research Question
 5. Conceptual Framework / Literature Review /Research Model
 6. Method
 7. Findings
 8. Discussion
 9. Conclusion
 10. Limitations
 11. Further Research
 12. Managerial Implications
 13. Bibliography at the end of the paper (use academic format for references)
 14. Appendixes after the Bibliography



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