

**International
Marketing
Trends
Conference**

**IMTC BEST THESIS AWARD
PR. ELYETTE ROUX AWARD**

www.marketing-trends-congress.com



BEST THESIS AWARDS

IMTC BEST THESIS AWARD

The International **IMTC BEST THESIS AWARD** is given to recognize and encourage Ph.D. in Marketing and to emphasize their talent. The IMTC Best Thesis Award is open to Ph.D. students who defended their Ph.D. thesis on all sorts of **issues related to marketing and marketing trends**.

Examples of topics :

- 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
- Etc...

PR. ELYETTE ROUX LUXURY THESIS AWARD



The International PROFESSOR ELYETTE ROUX LUXURY BRAND MANAGEMENT THESIS AWARD is organized in the memory of our dear friend, Doctor Professor Elyette Roux. **It is open to students who defended their Ph.D. thesis on marketing issues linked to luxury brand management.**

IMTC BEST THESIS AWARDS

SUBMISSION REQUIREMENTS AND PROCEDURE

All the documents should be sent via the conference platform using the info@team-imtc.com email address.

Submission Requirements

- **Thesis or a summary** (no more than 30 pages)
- **Nomination letter** from the dissertation supervisor
- **Brief CV / Resume** (1 page)
- **Abstract in English** (no more than 2 pages) for the International selection *ONLY*

Selection Procedure

- The thesis will be reviewed for significance of the research contribution, innovation and potential impact on marketing trends.
- **A first selection will be made to choose one (1) nominated thesis to represent each participating country.**
- **The final International selection will choose one (1) thesis among all the national candidates.** This thesis will receive the Best Thesis Award - Marketing Trends.

Language

- **For the country nomination (first step of the selection), the candidates can submit their thesis in the language of the country where they apply for the award.**
- Once they have been selected for the International award by the Country Committee, **a summary (no more than 2 pages) should be written in English** after the announcement of the selection.

Selection committee

Each country committee is chaired by a senior scholar for one year only and is composed of two members appointed by the chairman. The country committee has the responsibility to select the thesis that will enter the selection for the International award. The International committee includes all the country chairs and is chaired by one of these country chairs. The International committee chooses the thesis that will receive the International Best Thesis Award - Marketing Trends. The registration to the award is free of charge (0€) and includes a invitation to the Gala Dinner.

PR. E. ROUX LUXURY THESIS AWARD

SUBMISSION REQUIREMENTS AND PROCEDURE

All the documents should be sent by the candidates using the info@team-imtc.com email address.

Submission Requirements

- **Perspectives on future publications** of the candidate in the field of luxury brand management; (1 page max.)
- **Electronic version of the Ph.D. thesis with the minutes** of the thesis defense
- **Nomination letter** from the dissertation supervisor
- **Brief CV / Resume** (1 page)
- **Abstract in English** (no more than 2 pages) for the International selection ONLY
- **10 pages max. summary in English** respecting the following rules:
 - Introduction, issue addressed and research question (1 page);
 - Literature analysis (2 pages);
 - Research model and methodology (2 pages);
 - Results analysis (2 pages);
 - Academic learnings and managerial implications (2 pages);
 - Conclusion and 10 max. references (1 page).

Language

- **The candidates can submit their thesis in the language of the country where they apply for the award.**
- Once they have been selected for the International award by the Country Committee, **a summary (no more than 2 pages) should be written in English.**

Selection committee

The selection committee is chaired by Professor Emeritus Yves Evrard (HEC Paris) and a representative of a major luxury brand company and consists of highly respected members of the marketing academic community. The selection committee of the award will evaluate all the proposals and invite a final selection of candidates to defend their work in front of them during a 20 min. presentation on the occasion of the International Marketing Trends Conference (oral defence). The registration to the award is free of charge (0€) and includes a invitation to the Gala Dinner.

OTHER EVENTS AT IMTC

INTERNATIONAL MARKETING TRENDS CONGRESS

- For **Professors and Doctoral Students**.
- **Max. 5-7 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.

Key sessions of the conference :

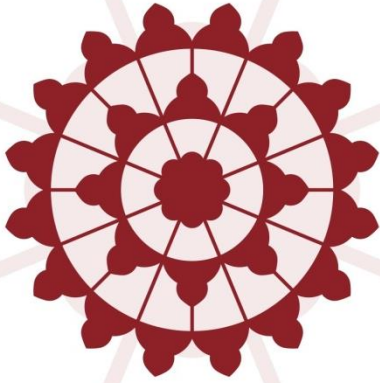
- Brand Management
- Communication
- Consumer Behavior
- CSR & Ethics
- Customer Satisfaction - CRM
- Digital Marketing
- Distribution
- E-Commerce
- International Marketing
- Marketing Research
- Marketing Strategy
- Product Innovation
- Social Media
- Sustainable Development
- Territorial Marketing

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 **directly by email at info@team-imtc.com**.



International Marketing Trends Conference

CONFERENCE SECRETARIAT
info@team-imtc.com

