



**International
Marketing
Trends
Conference**

Paris

**19-21 January 2023
ESCP Business School**

CALL FOR PAPER

22nd International Marketing Trends Conference

Submission Deadline: 19 September 2023

www.marketing-trends-congress.com



22ND IMTC 2023 PARIS (FRANCE)

MASTERING THE CONVERSATION

Dialoguing with customers and stakeholders to handle future marketing and societal challenges

The critical pandemic situation and the associated threat on quality of life, geopolitical crises and conflicts, a collapsing global economy, climate change, digitization and robotization, the loss of governability, or massive social inequalities... These are just a few examples of global societal issues that are raising concerns and worries worldwide and that will increasingly drive consumers' emotions, needs, attitudes, norms and values. At the same time, however, the high dynamics and complexity of global social change fuels the desire for orientation and exchange with others who can contribute to finding meaning and an enriching, sustainable way of life.

Marketers must emphatically engage in the conversions taking place here between the various social groups and institutions in order to understand as early and precisely as possible the direction in which customer needs and expectations are developing and how these can be met in a promising manner. At the same time, it is important to seize the opportunity to present yourself as a trustworthy dialogue partner whose ideas and suggestions the target customers willingly take up. In this way, it may also be possible to counteract the emergence of claims that cannot or should not be realized from the company's point of view.

In this respect, one of the key challenges facing marketers is to build up and expand their willingness and ability to engage in dialogue with all vigor. Important prerequisites here are, for example, a strong reputation based on a convincing purpose and brand personality, the willingness to take a clear position even on controversial issues, and mastery of suitable (digital) technologies and social technologies in order to stay in a promising dialogue with customers and all other relevant stakeholders.

During our conference, we will invest time and collective thinking effort to better understand this key issue that has the potential to shape the future of marketing trends.

We invite you to join us during the 22nd International Marketing Trends Conference in Paris (France) on the 19-21 January 2023, and participate to fruitful and exciting exchanges and discussions, with scholars and professionals, about the future of marketing trends.

22ND IMTC 2023 PARIS (FRANCE)

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.

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 2023 Marketing Trends Track : “MASTERING THE CONVERSATION Dialoguing with customers and stakeholders to handle future marketing and societal challenges”.
- 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 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 sent **directly by email at info@team-imt.com** specifying “Poster” in the subject section.

Conference Chairs :

- Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Pr. Julien SCHMITT, ESCP Business School (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, INSEMMA (France)

Submission deadline: 19 September 2022.

PAPER PUBLICATION RULES

The full papers are expected to be approx. 10,000 characters, spaces excluded (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
 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

POSTER PUBLICATION RULES

The posters must be submitted **directly by email at info@team-imtc.com** and should clearly specify in the object type that they are proposals for the POSTER SESSION.

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 2023

DOCTORAL COLLOQUIUM – 19 JANUARY 2023

- 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 : 07 November 2022

BEST THESIS AWARD – 19-20 JANUARY 2023

- To recognize and encourage **Ph.D. in Marketing** and emphasize their talent.
- Each nominated thesis must have been successfully **defended between January 2021 and January 2022**

Submission deadline : 07 November 2022

ELYETTE ROUX LUXURY THESIS AWARD – 19-20 JANUARY 2023

- 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 2020 and January 2022** on marketing issues linked to luxury brand management.

Submission deadline : 07 November 2022

CONFERENCE SECRETARIAT

info@team-imtc.com