

ETIMM Conference – June 30th - July 1st, 2022, Bucharest, Romania

Call for Papers

The Bucharest University of Economic Studies announces the

7th Annual Emerging Trends in Marketing and Management International Conference

Bucharest, Romania
June 30th – July 1st, 2022

The conference tracks full list can be found here, in this Call for Papers and on the conference website:

<http://www.etimm.ro>

Organized and Hosted by: The Marketing School, The Bucharest University of Economic Studies, Bucharest, Romania

Conference Goals

The Emerging Trends in Marketing and Management annual international conference is designed to be an incredible context for interacting with scholars from across the disciplines and around the world and to become an important marketing and management destination that is rich in content, insights, and innovation. **ETIMM Conference** aims to create a friendly and approachable environment, where all the participants (including senior worldwide scholars, faculty members, PhD students, researchers, and business practitioners) are guiding and mentoring each other, bringing value with every presentation and every interaction.

Furthermore, through the journal of the conference “Emerging Trends in Marketing and Management”, we will publish the work and papers presented, with the purpose of driving international research and practice in marketing and management.

Conference Keynote Speaker

TAMMO H.A.BIJMOLT



Tammo H.A. Bijmolt is Professor of Marketing Research at the Department of Marketing, and chairman of the department, University of Groningen, The Netherlands. He is associate editor of the International Journal of Research in Marketing and member of the editorial board of Journal of Marketing, Journal of Retailing, and International Journal of Electronic Commerce. Tammo Bijmolt is vice-president conferences of EMAC and lectures in the EDEN programs of EIASM and the ProDok series of the VHB in Germany.

Important Dates

Abstract Submission

no later than March 31st, 2022

Full Paper Submission

no later than April 30th, 2022

Article Acceptance Notification

no later than May 15th, 2022

Conference Registration - Early-Bird*

February 1st - May 15th, 2022

Conference Registration – Regular*

May 16th - June 15th, 2022

Conference Days

June 30th – July 1st, 2022

ETIMM Conference – June 30th - July 1st, 2022, Bucharest, Romania

*Should the paper not be accepted, the author's conference fee payment will be refunded. However, after June 15th, 2022 any cancellation will be nonrefundable.

Conference Tracks

Please indicate, on the first page of your manuscript, the track number for submission. Should you feel that your submission does not exactly fit in any of the tracks below please indicate *General Marketing/Management Track*.

Main conference tracks are referring to emerging trends in:

1. Media & Marketing Communication
2. Marketing Research & Consumer Behaviour
3. Marketing Strategy
4. Relationship Marketing and CRM
5. Innovation and Product Development
6. Knowledge Management
7. Entrepreneurship and Strategic Management
8. Leadership and Business Ethics
9. Organizational Culture and Human Resources Management
10. Operations and Project Management

Author Guidelines

The official language of the conference is **English**.

Each participant may submit no more than **two papers**, as a single author or in collaboration (a maximum of 3 authors / paper).

The authors may be requested to provide supplementary information about the article or to make changes, after their abstracts/papers are evaluated by the conference reviewers.

All manuscripts (including abstracts) will be double blind reviewed.

ETIMM Conference – June 30th - July 1st, 2022, Bucharest, Romania

The authors are entirely responsible for the originality of their submitted papers.

Abstract (up to 300 words)

The abstract will briefly specify the aims of the work, the main results obtained, and the conclusions drawn. Register your Abstract [here](#), until **March 31st, 2022**.

Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **April 30th, 2022**. This registration requires your ID and password received during the abstract submission process.

Please submit your paper by strictly adhering to the Author Guidelines and by using the [ETIMM Manuscript Template](#). The paper should not exceed **10 pages**.

Please indicate, on the first page of the manuscript, the track number for submission. Should you feel that your submission does not exactly fit in any of the tracks please indicate *General Marketing/Management Track*. Alternatively, you may indicate the general area that you would like to have your manuscript reviewed under (e.g. Marketing, Management).

After receiving the article acceptance notification, please fill in the [registration form](#), until **June 15th, 2022**.

Paper Presentation

The paper presentation will not exceed **15 minutes** and it will be followed by a session of questions and answers. During the conference, the authors will be invited to share their presentation using visual materials they want (a Power Point presentation is recommended, but other platforms can also be used for the visual representation of the research discoveries).

Publication Opportunities

The **full articles** will be published in the official conference journal “**Journal of Emerging Trends in Marketing and Management**” (ISSN 2537-5865) which will be sent for approval of inclusion in the **Conference Proceedings Citation Index** – an integrated index within **Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database**. Moreover, the conference journal will be listed in the

ETIMM Conference – June 30th - July 1st, 2022, Bucharest, Romania

following academic databases and indexes: **Index Copernicus, RePEc, EconPapers, IDEAS, Microsoft Academic Search, Google Scholar, Cabell's Directories (pending) and SCOPUS (pending).**

Conference Awards

At the end of the conference, during the Closing session, the organising committee will award the following:

- *Best Conference Paper Award*
- *Conference's Best Doctoral Research Award*

Conference Organizer – Bucharest University of Economic Studies, Romania

The Bucharest University of Economic Studies is one of Romania's centennial universities, established by Royal Decree on April 6, 1913. It is the leader in the field of Romanian business and public administration studies, being also a research intensive university, institutionally accredited by the Romanian Agency for Quality Assurance in Higher Education, a status also confirmed by U-Multirank.

Being an important part of the Bucharest University of Economic Studies, the **Marketing School** is the leader of its field in Romania, ranked A class by the Ministry of Education, and also evaluated by the European Universities Association and included in the U-Multirank classification.

Participation fee

Your registration for the ETIMM 2022 Conference will be complete once you fill in [this registration form](#), until **June 15th, 2022**.

The Conference fee includes:

- Article presentation

ETIMM Conference – June 30th - July 1st, 2022, Bucharest, Romania

- Article publishing in the conference journal "**Emerging Trends in Marketing and Management**", ISSN 2537-5865, indexed in **international databases**
- Conference kit including the program
- Certificate of attendance (only for attending participants)
- Lunches and coffee breaks
- Romanian wine tasting experience
- Gala dinner
- Visit to the Parliament Palace, Bucharest
- Day Trip in Bucharest and surroundings

	Early Bird Registration February 1st – May 15th, 2022 (including VAT)	Regular Registration May 16th – June 15th, 2022 (including VAT)
Conference fee for presenting author	390 Euro/Article	420 Euro/Article
AFER (Economic Sciences Faculties Association of Romania) members	310 Euro/Article	340 Euro/Article
Additional paper by the same author	180 Euro/Article	210 Euro/Article
Additional attending co-author	310 Euro/Article	340 Euro/Article
Audience (no paper)	310 Euro/Article	340 Euro/Article
Virtual Presentation	250 Euro/Article	280 Euro/Article
PhD students – virtual presentation (for single author papers only)	180 Euro/Article*	210 Euro/Article*

* Includes only attendance to conference sessions and workshop, lunch and coffee breaks, conference kit.

More details are available at www.etimm.ro