

## Call for Papers

The Bucharest University of Economic Studies announces the

# 8<sup>th</sup> Annual Emerging Trends in Marketing and Management International Virtual Conference

June 9<sup>th</sup> - 10<sup>th</sup>, 2023

*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.

## ETIMM Conference – June 9<sup>th</sup> - 10<sup>th</sup>, 2023, Bucharest, Romania

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

**Dr. Alan Shaw** is the Chair of the Retail Institute Special Interest Research Group at Leeds Beckett University based in the United Kingdom. He is also a senior lecturer in Digital Marketing, founder of Strategic Planet, member of the Social Media Research Foundation, and Chairman of X-PERT Health (a diabetes education charity in the UK). Alan also has over 25 years' experience working in industry, mainly on digital and web projects. Alan's main research interests are social marketing, social media marketing, social network analysis, social listening, Web 3.0, the blockchain and the Metaverse. As the keynote, Alan will be providing an overview of how the Metaverse and blockchains will change marketing.

### Important Dates

#### Abstract Submission

**no later than April 23<sup>rd</sup>, 2023**

#### Full Paper Submission

**no later than May 14<sup>th</sup>, 2023**

#### Article Acceptance Notification

**no later than May 28<sup>th</sup>, 2023**

#### Conference Registration - Early-Bird\*

**February 1<sup>st</sup> - May 14<sup>th</sup>, 2023**

#### Conference Registration – Regular\*

**May 15<sup>th</sup> - June 1<sup>st</sup>, 2023**

#### Conference Days

**June 9<sup>th</sup> – 10<sup>th</sup>, 2023**

\*Should the paper not be accepted, the author's conference fee payment will be refunded. However, after June 1<sup>st</sup>, 2023 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.**

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 **April 23<sup>rd</sup>, 2023**.

### **Paper Submission**

After abstract acceptance, please upload your full paper [here](#), until **May 14<sup>th</sup>, 2023**. 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 1<sup>st</sup>, 2023**.

### **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 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 2023 Conference will be complete once you fill in [this registration form](#), until **June 1<sup>st</sup>, 2023**.

**The Conference fee includes:**

- Article presentation
- Article publishing in the conference journal "**Emerging Trends in Marketing and Management**", ISSN 2537-5865, indexed in **international databases**

## ETIMM Conference – June 9<sup>th</sup> - 10<sup>th</sup>, 2023, Bucharest, Romania

	<b>Early Bird Registration February 1<sup>st</sup> – May 14<sup>th</sup>, 2023 (including VAT)</b>	<b>Regular Registration May 15<sup>th</sup> – June 1<sup>st</sup>, 2023 (including VAT)</b>
<b>Online conference fee for presenting author</b>	200 Euro/Article	230 Euro/Article
<b>PhD students – virtual presentation (for single author papers only)</b>	150 Euro/Article	180 Euro/Article
<b>Audience only</b>	50 Euro	80 Euro

More details are available at [www.etimm.ro](http://www.etimm.ro)