

ETIMM Conference – November 14th - 15th, 2024, Bucharest, Romania

Call for Papers

The Bucharest University of Economic Studies announces the

9th Annual

Emerging Trends in Marketing and Management International Virtual Conference

November 14th - 15th, 2024

The full list of conference tracks 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.

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

Conference Keynote Speaker

This year’s conference will kick-off with a speech from our keynote speaker, **Dr. Anca C. Yallop**, who will discuss on “**Unlocking Competitive Advantage and Customer Value: Partnership Strategies within Service Ecosystems**”.

Dr. Anca C. Yallop is Senior Lecturer (Above the Bar) in Strategy in the Department of Marketing and International Business at the AUT Business School, Auckland University of Technology, New Zealand. She is also an Associate Editor of the International Journal of Market Research (UK), and Certified Member of the Market Research Society (UK). Dr. Yallop holds a PhD in Marketing from West University of Timisoara, Romania and a second PhD in Marketing Research Ethics from AUT, New Zealand.

She specialises in insight management, data ethics, and business strategy. Her interdisciplinary research programme focuses on the ethics of emerging technologies, the strategic use of data, and the development of responsible strategies across diverse business contexts, industries, and sectors. Within this research platform, Dr. Yallop has conducted both conceptual and empirical studies to enhance understanding of data ethics, ethical decision-making, and the role of organisations in creating ethical and sustainable social, environmental, and economic value. Her work particularly emphasises the formulation of responsible strategies and the ethical management of data.

Important Dates

Abstract Submission

no later than October 31st, 2024

Full Paper Submission

no later than November 30th, 2024

Abstract Acceptance Notification

no later than November 5th, 2024

Conference Registration - Early-Bird*

September 1st - October 13th, 2024

Conference Registration – Regular*

October 14th - November 6th, 2024

Conference Days

November 14th – 15th, 2024

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

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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 **October 31st, 2024**.

Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **November 30th, 2024**. 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 **November 6th, 2024**.

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 is indexed in **Index Copernicus, RePEc (EconPapers and IDEAS), Google Scholar, DOAJ, EBSCO, EconLit** (pending) and **SCOPUS** (pending). Moreover, the journal will be sent for approval of inclusion in the **Conference Proceedings Citation Index** – an integrated index within **Conference Proceedings Citation Index** – an integrated index within **Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection**.

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

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Your registration for the ETIMM 2024 Conference will be complete once you fill in [this registration form](#), until **November 6th, 2024**.

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**

	Early Bird Registration September 1st – October 13th, 2024 (including VAT)	Regular Registration October 14th – November 6th, 2024 (including VAT)
Online conference fee for presenting author	200 Euro/Article	230 Euro/Article
PhD students – virtual presentation (for single author papers only)	150 Euro/Article	180 Euro/Article
Audience only	50 Euro	80 Euro

More details are available at www.etimm.ro