

Call for Papers

The Bucharest University of Economic Studies announces the

10th Annual Emerging Trends in Marketing and Management International Hybrid Conference

July 3rd - 4th, 2025

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, **professor Dr. Els Breugelmans**, who will discuss **“The future of retail: without physical stores and with direct-to-consumer channels?”**

Professor Dr. Els Breugelmans is a Full Professor at the Faculty of Economics and Business of KU Leuven, Antwerp campus, where she is affiliated with the Research Unit Marketing Management. Her scientific research focuses on empirically modeling retail issues, including topics such as omni-channel purchasing behavior, retailer-manufacturer relationships, and loyalty programs. Her research has been published in top academic journals such as the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing and Journal of Retailing. She is AE of the Journal of Retailing and International Journal of Research in Marketing, and a member of the editorial review boards of Journal of Marketing and the Journal of the Academy of Marketing Science. She is often consulted by the written and spoken media to voice her opinion about recent retailing trends and evolutions.

Our second keynote speaker will be **George S. Spais, Ph.D.**, who will discuss **“Charting the Path Ahead: Marketing Where Innovation Meets Humanity and Data”**.

George S. Spais Ph.D., FCIM, Adjunct Faculty Member, Hellenic Open University, School of Social Sciences (Patras, Greece) and Open University of Cyprus, Faculty of Humanity and Social Sciences (Nicosia, Cyprus).

His expertise includes promotion management, digital promotions, digital marketing, and marketing education. His research works have appeared in international, refereed, and indexed scholarly journals (including the Journal of Consumer Behaviour, Journal of Strategic Marketing, Journal of Promotion Management, Journal of Marketing Analytics, Thunderbird International Business Review, European Journal of International Management, and Marketing Education Review), conference proceedings (including conferences of the Academy of Marketing Science and the American Marketing Association) and book chapters. He serves as deputy editor (since 2024), senior associate editor (2023-2024), associate editor of the

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Journal of Promotion Management (2014-2023), and senior associate editor of the Journal of Consumer Behaviour (since 2024) and as associate editor of the same journal (2023-2024). He is a member of the Academy of Marketing Science (USA), the European Marketing Academy of the European Institute for Advanced Studies in Management (Belgium), the Marketing Academy (UK), the American Marketing Association (USA), the Marketing Educators' Association (USA), the EuroMed Academy of Business of the EuroMed Research Business Institute (Cyprus), the Greek Marketing Academy (Greece), Hellenic Institute of Marketing (Greece), and the Hellenic Adult Education Association.

Important Dates

Abstract Submission

no later than April 30th, 2025

Full Paper Submission

no later than July 31st, 2025

Abstract Acceptance Notification

no later than May 12th, 2025

Conference Registration - Early-Bird*

April 14th - June 1st, 2025

Conference Registration – Regular*

June 2nd - June 20th, 2025

Conference Days

July 3rd – 4th, 2025

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 30th, 2025**.

Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **July 31st, 2025**. 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**.

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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 20th, 2025**.

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 PowerPoint 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 **Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database**.

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

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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 2025 Conference will be complete once you fill in [this registration form](#), until **June 20th, 2025**.

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 April 14th – June 1st , 2025 (including VAT)	Regular Registration June 2nd – June 20th, 2025 (including VAT)
Hybrid conference fee for presenting author	220 Euro/Article	250 Euro/Article
PhD students (for single author papers only)	165 Euro/Article	195 Euro/Article
Audience only	70 Euro	95 Euro

More details are available at www.etimm.ro