Call for Papers

Bucharest University of Economic Studies announces the

2\textsuperscript{nd} Annual

Emerging Trends in Marketing and Management

International Conference

Bucharest, Romania
September 28\textsuperscript{th}-30\textsuperscript{th}, 2017

The full table of all the conference tracks can also be found at the end of the Call for Papers

http://www.etimm.ro

Organized and Hosted by: The Marketing School, 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 locale 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. With the objective of offering a complex and immersive experience, the ETIMM Conference has been built on three key pillars: Academic, Cultural/Touristic and Culinary.

Considering the well-known innovation rich background of Romania, we aim at creating a networking and communication platform for academics and practitioners in order to identify current and future trends and
insights in marketing and management, as well as to contribute significantly to the state-of-the-art international research and knowledge base in these areas.

In order to create the perfect environment for scientific discussion, networking and innovation, the conference offers a unique blend of academic, business and cultural/touristic experiences, which will offer any participant a one-of-a-kind marketing and management acumen.

One of the major goals of the ETIMM Conference is to create a friendly and approachable academic environment, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business practitioners) are guiding and mentoring each other.

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.

**Important Dates**

**Abstract Submission**
not later than May 1\textsuperscript{st} 2017

**Abstract Acceptance Notification**
not later than May 15\textsuperscript{th} 2017

**Full Paper Submission**
not later than July 31\textsuperscript{st} 2017

**Article Acceptance Notification**
not later than August 14\textsuperscript{th} 2017

**Conference Registration - Early-Bird**
May 1\textsuperscript{st} - July 31\textsuperscript{st} 2017

**Conference Registration – Regular**
August 1\textsuperscript{st} - September 1\textsuperscript{st} 2017

*Should the paper not be accepted, the author’s conference fee payment will be refunded.*
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

The abstract will not exceed 300 words. The abstract file will not include charts, tables, multimedia items, underlining or color highlighting elements, and lists.
Register your Abstract [here](#), until May 1st, 2017.

**Paper Submission**

After abstract acceptance, please upload your full paper [here](#), until July 31st, 2017. 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.

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 Track. Alternatively, you may indicate the general area that you would like to have your manuscript reviewed under (eg Marketing, Management).

After receiving the article acceptance notification, please fill in the [registration form](#), until September 1st, 2017.

**Paper Presentation**

The paper presentation will not exceed 15 minutes and it will be followed by a session of questions and answers. The presentation file will have one of the following formats:.pdf, .ppt/.pptx, or .odt.

Each presentation room will be equipped with a video projector, Internet-connected computer and wireless presenter.

Should you need any other type of equipment than the above-mentioned ones, please contact the conference organizers in order to verify whether this can be available.

**Publication Opportunities**

All accepted abstracts will be published in the ETIMM Book of Abstracts (with an ISBN number). The full articles will be published in the official journal of the conference “Emerging Trends in Marketing and Management” (with an ISSN number) which will be sent for approval of inclusion in the Conference Proceedings Citation Index — an integrated index within Web of Science. Moreover, the conference journal will be listed in the following academic databases and indexes: Index Copernicus, RePEc, EconPapers, IDEAS, Microsoft Academic Search, Google Scholar and Cabell’s Directories.
Conference Awards

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

- Conference Best Paper Award
- Conference Best Track Chair Award
- Conference Best Doctoral Research Award

Other Conference activities

Authors’ Networking and Collaboration Meeting
The meeting will take place on Thursday, September 28th. The exact Time and Location of the event will be announced in due course at the conference website.

Conference Venue – Bucharest University of Economic Studies, Romania

The 2nd Emerging Trends in Marketing and Management International Conference will take place on September 28th – 30th 2017, at the 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

The conference fee includes:

- Article presentation
- Article publishing in the conference journal “Emerging Trends in Marketing and Management”, with ISSN, indexed in international databases

ETIMM Conference – September 28th-30th, 2017, Bucharest, Romania

- Conference kit including the program and the digital conference volume with ISBN
- Certificate of attendance (only for attending participants)
- Lunches and coffee breaks
- Romanian craft beer tasting experience
- Gala dinner and an exclusive Romanian folkloric program
- Bucharest city guided tour
- Authors’ Networking and Collaboration Meeting
- Day Trip to Bran and Brașov (beautiful route through the Carpathian Mountains – Prahova Valley)

<table>
<thead>
<tr>
<th>活动项目</th>
<th>早期鸟注册（5月1日至7月31日2017）</th>
<th>正常注册（8月1日至9月1日2017）</th>
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</thead>
<tbody>
<tr>
<td>Conference fee</td>
<td>390欧元/篇</td>
<td>390欧元/篇</td>
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<tr>
<td>AFER (经济科学学院协会罗马尼亚)会员</td>
<td>310欧元/篇</td>
<td>330欧元/篇</td>
</tr>
<tr>
<td>另外一篇文章由同一作者</td>
<td>180欧元/篇</td>
<td>205欧元/篇</td>
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<tr>
<td>另外的参加合著者费用</td>
<td>310欧元/篇</td>
<td>330欧元/篇</td>
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<tr>
<td>另外的听众（无论文）费用</td>
<td>310欧元/人</td>
<td>330欧元/人</td>
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<tr>
<td>博士生费用（仅指独著者）</td>
<td>180欧元/篇*</td>
<td>205欧元/篇*</td>
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*包括仅限参加者出席、午餐和咖啡休息、会议包。

Organized Activities and Excursions (所有包含在会议费中)

A selection of very attractive activities and trips has been arranged for ETIMM international conference participants.

1. Activities:
   - Gala dinner and an exclusive Romanian folkloric program (September 28th)
   - Panoramic Bucharest city tour with an English speaking guide (September 29th)
   - Authors’ Networking and Collaboration Meeting (September 29th)
   - Romanian craft beer tasting experience with an expert beer brewer and an interactive program for all participants (September 29th)
2. Closing Session and Day Trip to Bran and Brașov (beautiful route through the Carpathian Mountains - Prahova Valley) - September 30th

- Bran Castel tour with an English speaking guide
- Official closing session and lunch in a picturesque location – Șura Dacilor
- Brașov city center tour an English speaking guide
- Exclusive classical music concert inside the "Valea Cetății" Cave, Râșnov

* Please note that the day trip to Bran and Brașov has limited capacity and is expected to be filled fast, hence, it is recommended to book your tour as soon as possible.

More details are available at www.etimm.ro.