

ETIMM Conference – September 27th-29th, 2018, Bucharest, Romania

Call for Papers

The Bucharest University of Economic Studies announces the

3rd Annual Emerging Trends in Marketing and Management International Conference

Bucharest, Romania
September 27th-29th, 2018

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, 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 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

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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 21st 2018

Abstract Acceptance Notification

not later than May 28th 2018

Full Paper Submission

not later than July 31st 2018

Article Acceptance Notification

not later than August 14th 2018

Conference Registration - Early-Bird*

May 1st-July 31st

Conference Registration – Regular*

August 1st - September 1st

*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 (up to 300 words)

The abstract will briefly specifying the aims of the work, the main results obtained, and the conclusions drawn.

Register your Abstract [here](#), until **May 21st, 2018**.

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Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **July 31st, 2018**. 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, 2018**.

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 **Abstracts of the 3rd Annual International Conference ETIMM** (with an **ISBN** number).

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 journal will be indexed in the following international databases **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 and Pre-conference activities

1. Workshop: Innovation is not about random inspiration! Three guiding principles helping us predict where, how and when to place your bets.

Schedule: 28th of September 2018, 9.00 – 13.00

Workshop facilitator: Marina Udroi, Consumer Insights Client Solution Manager, GfK

Vacancies: 16*

Content: Disruptive, game-changing innovation can actually be predictable. After this 5-h team working session, we will discover that innovation is strategic and not random inspiration.

2. Authors' Networking and Collaboration Meeting

The meeting will take place on **Thursday, September 27th, 2018**. 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 3rd **Emerging Trends in Marketing and Management International Conference** will take place on September 27th – 29th 2018, 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.

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

| | Early Bird Registration May 1st – July 31st 2018 | Regular Registration August 1st – September 1st 2018 |
|--|---|---|
| Conference fee | 390 Euro/Article | 420 Euro/Article |
| AFER (Economic Sciences Faculties Association of Romania) Members | 310 Euro/Article | 330 Euro/Article |
| Additional paper by the same author | 180 Euro/Article | 205 Euro/Article |
| Additional attending co-authors fee | 310 Euro/Article | 330 Euro/Article |
| Additional audience (without paper) fee | 310 Euro/Person | 330 Euro/Person |

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| Virtual Presentation | 180 Euro/Article | 205 Euro/Article |
| Doctoral students fee (for single author papers only) | 180 Euro/Article* | 205 Euro/Article* |

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

Organized Activities and Excursions (all included in the Conference Fee)

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

1. Activities:

- Gala dinner (September 28th)
- Bucharest city tour with an English speaking guide (September 27th)
- Workshop (September 28th)
- Authors' Networking and Collaboration Meeting (September 27th)
- Romanian wine tasting experience with an international sommelier (September 27th)

2. Day Trip to Peles and Cantacuzino Castles (beautiful route through the Carpathian Mountains – Prahova Valley) - September 29th

- Visit to Sinaia Monastery
- Peles Castel tour with an English speaking guide
- Cantacuzino Castle tour with an English speaking guide and lunch

* Please note that the day trip to Sinaia 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