Call for Papers

Bucharest University of Economic Studies announces the

1st Annual
Emerging Trends in Marketing and Management
International Conference

Bucharest, Romania
September 22th-24th, 2016

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 April 18**th** 2016

**Abstract Acceptance Notification**
not later than April 28**th** 2016

**Full Paper Submission**
not later than June 27**th** 2016

**Article Acceptance Notification**
not later than July 7**th** 2016

**Conference Registration - Early-Bird**
May 1**st**-July 18**th**

**Conference Registration – Regular**
July 19**th**- September 5**th**

*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 **April 18th, 2016**.
Paper Submission

After abstract acceptance, please upload your full paper here, until June 27th, 2016. 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 5th, 2016.

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 and Highly Commended Paper Award
- Conference Best Track Chair Award
- Conference Award for Emerging Researchers (Best Doctoral research)

Other Conference and Pre-conference activities

Authors’ Networking and Collaboration Meeting

The meeting will take place on Thursday, September 22nd. The exact Time and Location of the event will be announced in due course at the conference website.

Doctoral Seminar

The seminar will take place on Thursday, September 22nd, from 15:00 to 17:00. The seminar is designed as an academic get-together, a place of networking and collaboration, where doctoral students can share knowledge, know-how and best practices and learn from the experiences of renowned specialists in the field.

Conference Venue – Bucharest University of Economic Studies, Romania

The 1st Emerging Trends in Marketing and Management International Conference will take place on September 22th – 24th 2016, 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
- Conference kit including the program and the digital conference volume with ISBN
- Certificate of attendance (only for attending participants)
- Lunches and coffee breaks
- Romanian wine tasting experience and Gala dinner
- Bucharest city guided tour
- Authors’ Networking and Collaboration Meeting

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<tr>
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<th>Early Bird Registration May 1st – July 18th 2016</th>
<th>Regular Registration July 19th – September 5th 2016</th>
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<tbody>
<tr>
<td>Conference fee</td>
<td>360 Euro/Article</td>
<td>390 Euro/Article</td>
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<tr>
<td>AFER (Economic Sciences Faculties Association of Romania) Members</td>
<td>280 Euro/Article</td>
<td>300 Euro/Article</td>
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<td>Additional paper by the same author</td>
<td>150 Euro/Article</td>
<td>175 Euro/Article</td>
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<td>Additional attending co-authors fee</td>
<td>280 Euro/Article</td>
<td>300 Euro/Article</td>
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<tr>
<td>Additional audience (without paper) fee</td>
<td>280 Euro/Article</td>
<td>300 Euro/Article</td>
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<tr>
<td>Doctoral students fee (for single author papers only)</td>
<td>150 Euro/Article*</td>
<td>175 Euro/Article*</td>
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* Includes only attendance to conference sessions and doctoral seminar, 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

www.etimm.ro  facebook.com/etimmconference
1. Activities:
   • Panoramic Bucharest city tour with an English-speaking guide (September 22\textsuperscript{nd})
   • Authors’ Networking and Collaboration Meeting (September 22\textsuperscript{nd})
   • Doctoral Seminar (September 22\textsuperscript{nd})
   • Romanian wine tasting experience with an international sommelier and an interactive program for all participants (September 23\textsuperscript{rd})
   • Gala dinner and an exclusive Romanian folkloric program (September 23\textsuperscript{rd})

2. Closing Session and Day Trip to Sinaia (beautiful route through the Carpathian Mountains - Prahova Valley) - September 24\textsuperscript{th}
   • Visit to Sinaia Monastery
   • Official closing session in a picturesque location, followed by lunch
   • Peles Castel tour with an English speaking guide
   • Exclusive classical music concert inside Peles Castle

* 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](http://www.etimm.ro).