

Call for Papers

The Bucharest University of Economic Studies announces the

4th Annual Emerging Trends in Marketing and Management International Conference

**Bucharest, Romania
September 26th-28th, 2019**

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 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.

ETIMM Conference – September 26th-28th, 2019, Bucharest, Romania

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.

Conference Keynote Speakers

PETER VERHOEF



Peter Verhoef is Professor of Marketing at the Department of Marketing, Faculty of Economics and Business, University of Groningen, The Netherlands. He is the director of the University of Groningen Business School (UGBS) and interim vice-dean of the Faculty of Economics and Business. He also is the founder and director of Groningen Digital Business Centre.

BEREND WIERENGA



Berend Wierenga is Professor of Marketing at Rotterdam School of Management, Erasmus University (RSM) and a highly respected marketing scholar. He also held visiting positions at business schools abroad, including the Stanford Graduate School of Business, the Wharton School of the University of Pennsylvania and INSEAD (Fontainebleau).

Workshop, 27th of September 2019

Title: Puzzled by surrounding smart objects? A vision of how artificial intelligence impacts consumers' lives.

Schedule: 11.00-13.00

Important Dates

Abstract Submission

not later than May 21st 2019

Abstract Acceptance Notification

not later than May 28th 2019

Full Paper Submission

not later than July 31st 2019

Article Acceptance Notification

not later than August 14th 2019

Conference Registration - Early-Bird*

May 1st-July 31st 2019

Conference Registration – Regular*

August 1st- September 1st 2019

*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 specify the aims of the work, the main results obtained, and the conclusions drawn.

Register your Abstract [here](#), until **May 21st, 2019**.

Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **July 31st, 2019**. 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, 2019**.

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

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, Cabell’s Directories (pending) and SCOPUS (pending)**.

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*

Conference Venue – Bucharest University of Economic Studies, Romania

The **4th Emerging Trends in Marketing and Management International Conference** will take place on September 26th – 28th 2019, 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
- Certificate of attendance (only for attending participants)
- Lunches and coffee breaks
- Workshop attendance
- Romanian wine tasting experience
- Gala dinner
- Visit to the Palace of Parliament (the heaviest building in the world) with an English speaking guide
- Authors' Networking and Collaboration Meeting
- Bucharest and surroundings Day Trip (Visit to the “Dimitrie Gusti” National Village Museum; Mogoșoaia Palace tour with an English speaking guide [Lunch, Concert, Closing session])

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| | Early Bird Registration May 1st – July 31st 2019 | Regular Registration August 1st – September 1st 2019 |
|--|---|---|
| Conference fee | 390 Euro/Article | 390 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 |
| 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 27th)
- Bucharest city tour with an English speaking guide (September 26th)
- Workshop “Puzzled by surrounding smart objects? A vision of how artificial intelligence impacts consumers’ lives” (September 27th)
- Authors’ Networking and Collaboration Meeting (September 26th)
- Romanian wine tasting experience with an international sommelier (September 26th)

2. Bucharest and surroundings Day Trip - September 28th

- Visit to the “Dimitrie Gusti” National Village Museum
- Mogoșoaia Palace tour with an English speaking guide
- Lunch inside Mogoșoaia Palace
- Concert at Mogoșoaia Palace
- Closing session

More details are available at www.etimm.ro