

Call for Papers

The Bucharest University of Economic Studies announces the

5th Annual

Emerging Trends in Marketing and Management International Conference

Bucharest, Romania

June 25th-27th, 2020

The conference tracks full list 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 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 – June 25th-27th, 2020, 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 Speaker

TAMMO H.A. BIJMOLT



Tammo H.A. Bijmolt is Professor of Marketing Research at the Department of Marketing, and chairman of the department. In the academic year 2016-2017, he has been (part-time) visiting professor at the University of Hamburg, Germany. From March 2009 till November 2015, he has been Director of the research school SOM, Faculty of Economics and Business Administration, University of Groningen, The Netherlands. His research interests include conceptual and methodological topics such as consumer decision making, e-commerce, advertising, retailing, loyalty programs, and meta-analysis. His publications have appeared in international, prestigious journals, among others: Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, International Journal of Research in Marketing, Psychometrika, and the Journal of the Royal Statistical Society (A). His articles have won best paper awards from International Journal of Research in Marketing (2007), Journal of Interactive Marketing (2011), and European Journal of Marketing (2015, 2017). He is associate editor of the International Journal of Research in Marketing and member of the editorial board of Journal of Marketing, Journal of Retailing, and International Journal of Electronic Commerce. Tammo Bijmolt is vice-president conferences of EMAC and lectures in the EDEN programs of EIASM and the ProDok series of the VHB in Germany.

Important Dates

Abstract Submission

not later than February 29th, 2020

Abstract Acceptance Notification

not later than March 15th, 2020

Full Paper Submission

not later than April 30th, 2020

Article Acceptance Notification

not later than May 28th, 2020

Conference Registration - Early-Bird*

February 1st - April 20th, 2020

Conference Registration – Regular*

April 21st - May 31st, 2020

Conference Days

June 25th – 27th, 2020

*Should the paper not be accepted, the author's conference fee payment will be refunded. However, after May 25th, 2020 any cancellation will be nonrefundable.

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 **February 29th, 2020**.

Paper Submission

After abstract acceptance, please upload your full paper [here](#), until **April 30th, 2020**. 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**.

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 1st, 2020**.

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 conference journal will be listed in the following academic databases and indexes: **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 **5th Emerging Trends in Marketing and Management International Conference** will take place on June 25th – 27th, 2020, 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.

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Participation fee

In order to register for the ETIMM Conference 2020, please fill out this [registration form](#) and send it in a Word format (.docx) by email to conference@etimm.ro along with the **proof of payment**, until **June 1st, 2020**.

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**
- Conference kit including the program
- Certificate of attendance (only for attending participants)
- Lunches and coffee breaks
- Workshop attendance
- Romanian Craft Beer tasting experience
- Gala dinner
- Visit to the Parliament Palace, Bucharest (the heaviest building in the world) with an English-speaking guide
- Authors’ Networking and Collaboration Meeting
- Day Trip in Bucharest (Visit to the “Dimitrie Gusti” National Village Museum with an English-speaking guide [Lunch, Concert, Closing session])

	Early Bird Registration February 1st – April 20th, 2020	Regular Registration April 21st – May 31st, 2020
Conference fee for presenting author	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
Virtual presentation	230 Euro/Article	250 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:

- Authors' Networking and Collaboration Meeting (June 25th)
- Romanian Craft Beer tasting experience with an international sommelier (June 25th)
- Gala dinner (June 26th)
- Day Trip in Bucharest* (June 27th) – visit to the National Village Museum “Dimitrie Gusti”
- Lunch
- Closing session
- Guided Parliament Palace tour with an English-speaking guide (June 27th)

*Please note that the day trip in Bucharest has limited capacity and it 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