

## Call for Papers

The Bucharest University of Economic Studies announces the

# 6<sup>th</sup> Annual Emerging Trends in Marketing and Management Virtual International Conference

**Bucharest, Romania**  
**July 1<sup>st</sup> – 2<sup>nd</sup>, 2021**

*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.

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

## ETIMM Conference – July 1<sup>st</sup>-2<sup>nd</sup>, 2021, Bucharest, Romania

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.

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

#### ALAN SHAW



Alan Shaw is a senior lecturer in Digital Marketing at Leeds Beckett University. He has over 25 years' experience as a practitioner, working as a Global Marketing Manager, Commercial Director, and owner of a Digital Marketing agency. He is the founder of Strategic Planet, a trustee at XPERT Health (a diabetes charity), and an active member of the Social Media Research Foundation. Alan's main research interests are in Social Network Analysis, Social Listening, Netnography, Social Marketing, and Social Media Marketing. Much of his research is in the health arena, particularly in using social marketing to influence positive health behaviours in people living with diabetes.

#### ÖZGÜN ERLER BAYIR



ÖZGÜN ERLER BAYIR is an Associate Professor of International Relations at Istanbul University, Faculty of Political Sciences. She is the Jean Monnet Module Chair of “Future of EU: Security, Economy and Transatlantic Relationship”. She holds a PhD on Poland's foreign policy analysis and has extensive research experience in Poland. Her expertise and research interests are in international relations and politics in Eastern Europe, EU integration, European policies, foreign policy analysis, digital diplomacy, science diplomacy, security studies. She has experience on EU projects and other international project cooperation. She can speak English, German and Polish. Her native language is Turkish. Currently, she is working as an Assoc. Prof. Dr. at Istanbul University, International Relations Department and a research scholar at Istanbul Institute for Competitiveness (I-Com.ist).

## **Important Dates**

### **Abstract Submission**

**no later than April 15<sup>th</sup>, 2021**

### **Abstract Acceptance Notification**

**no later than May 12<sup>th</sup>, 2021**

### **Full Paper Submission**

**no later than May 15<sup>th</sup>, 2021**

### **Article Acceptance Notification**

**no later than May 31<sup>st</sup>, 2021**

### **Conference Registration - Early-Bird\***

**February 1<sup>st</sup> - May 15<sup>th</sup>, 2021**

### **Conference Registration – Regular\***

**May 16<sup>th</sup> - June 15<sup>th</sup>, 2021**

### **Conference Days**

**July 1<sup>st</sup> – 2<sup>nd</sup>, 2021**

\*Should the paper not be accepted, the author's conference fee payment will be refunded. However, after May 25<sup>th</sup>, 2021 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 **April 15<sup>th</sup>, 2021**.

### **Paper Submission**

After abstract acceptance, please upload your full paper [here](#), until **May 15<sup>th</sup>, 2021**. 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*.

## ETIMM Conference – July 1<sup>st</sup>-2<sup>nd</sup>, 2021, Bucharest, Romania

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 15<sup>th</sup>, 2021**.

### **Paper Presentation**

The paper presentation will not exceed **15 minutes** and it will be followed by a session of questions and answers. During the conference, the authors will be invited to share their presentation using visual materials they want (a Power Point presentation is recommended, but other platforms can also be used for the visual representation of the research discoveries).

### **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:

- *Best Conference Paper Award*
- *Conference’s Best Doctoral Research Award*

# ETIMM Conference – July 1<sup>st</sup>-2<sup>nd</sup>, 2021, Bucharest, Romania

## Conference Organizer – 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

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](mailto:conference@etimm.ro) along with the **proof of payment**, until **June 15<sup>th</sup>, 2021**.

### 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**
- Virtual certificate of attendance (only for attending participants)
- Workshop attendance

	<b>Early Bird Registration February 1<sup>st</sup> – May 15<sup>th</sup>, 2021</b>	<b>Regular Registration May 16<sup>th</sup> – June 15<sup>th</sup>, 2021</b>
<b>Virtual presentation</b>	230 Euro/Article	250 Euro/Article
<b>Doctoral students fee (for single author papers only)</b>	180 Euro/Article*	205 Euro/Article*

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

More details are available at [www.etimm.ro](http://www.etimm.ro)