



# International Marketing Trends Conference

**DOCTORAL COLLOQUIUM  
IMTC**

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



# DOCTORAL COLLOQUIUM

## SUBMISSION RULES

**Deadline:** [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

**All the documents should be sent via the conference platform.**  
<http://papers.marketing-trends-congress.com/doctoral-colloquium>

### Submission Requirements:

- **Please note that all documents must be sent in Word format in English.**
- **Proposal** (2 to 7 pages max) : Provisional title – Author information (university affiliation) – Abstract – Keywords – Academic and managerial marketing issue – research question – literature review – Theoretical framework and hypotheses – Suggested methodology – Anticipated results or preliminary findings or results – Conclusion – Expected theoretical and managerial implication and anticipated contribution to knowledge – Main references.
- **Research Statement** (2 pages max): Name – University address – Title – Name of thesis advisor(s) – Date of enrollment and whether part-time or full-time – Research agenda – Whether at the early (theoretical development), middle (data collection) or late (data analysis and discussion) stage – Next steps – One specific issue where you would like feedback from the panel.
- **Curriculum Vitae** (2 pages max): Brief CV – Name – Address – Academic background – Work experience – Research interests and objectives – Main publications.
- **Letter of nomination:** The thesis advisor is supposed to send his approval with the proposal of the research and to confirm the research agenda.

### Selection Criteria:

The **Scientific Committee** will review the proposals and provide development suggestions. The selection criteria will focus on proposals dealing with new trends and developments in marketing as well as on the quality and soundness of the suggested method and the potential contribution to advancing in the field of research. Preference will be given to doctoral candidates who have finished data analysis and discussion

# 25<sup>TH</sup> IMTC BERLIN (GERMANY)

## KEY EVENTS DURING THE CONFERENCE

The International Marketing Trends Conference offers a great variety of events and covers a wide range of topics with *two main orientations*:

- **“Marketing Trends”** that will shape the future of marketing;
- **“Business Interaction”** that enable the confrontation of academics and managers.

The *key events* during the International Marketing Trends Conference are the following :

- **Conference Tracks**, where professors and researchers present their latest work;
- **Poster Session**, where researchers can display a poster illustrating their research;
- **Keynote speaker** reflecting on the conference topic;
- **Marketing Strategy Forum**, where business professionals are invited to interact with other managers and academics on their marketing strategies;

The conference also provides *a series of workshops* for its members:

- **Doctoral Colloquium**, which offers Ph.D. students the opportunity to present their research and receive guidance on future directions from leading academics;
- **Meet the Editors**, with leading research journals;
- **Methods Seminar**, with insights on how you can best perform data analysis;
- **Paper Writing Workshop**, which provides personalized guidance on how to write impactful academic papers and increase papers’ publication chances;
- **Marketing Trends Radar**, offering a platform for discussion on a key marketing trend from both a business practice and marketing science angle.

Finally, the conference grants *several awards* to accolade outstanding research performance

- **International Marketing Trends Award**, to recognize an outstanding lifetime contribution to the Marketing field;
- **Managerial Impact Award**, which is granted to researchers for the managerial implications developed in their research work;
- **Elyette Roux Award**, which acknowledges outstanding research in the field of luxury brand management;
- **Best Thesis Award**, given to the author of a completed thesis for its outstanding contribution to research in marketing;
- **Best Paper Award**, which is given to the best paper presented during the conference.

*Social events* at IMTC include :

- **Welcome “aperitivo”**;
- **Gala dinner** in an exclusive historical site;
- **Cultural visit** with private guided tour.

# CONFERENCE PROGRAMME RECAP.

IMTC offers you two days of exciting events of presentations. We strongly recommend you to attend a maximum of workshops, forums and presentation sessions.

More details to be found on each event on our website: [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

## FRIDAY ALL DAY

### Doctoral Colloquium – For Ph.D. students

- PhD students, intermediate or advanced stage.
- 50 min. presentations and discussion with leading academics

### Awards – For young researchers

- Elyette Roux Award
- Best Thesis Award

### Keynote Speakers

- Presentation by top academic (s) and/or manager(s) on the topic of the conference

### Marketing Strategy Forum

### Luxury Strategy Forum

### Arts, Cultural and Creative Industries Forum

- Forum of academics and business professionals with roundtables and presentations
- Discussion about trends and recent experiences in marketing strategies

### Research Workshops – Developing research and writing skills (1 workshop)

- For academics of all levels
- Each workshop is a 1/2 day workshop that mixes general and personalized guidance

### Conference Tracks – Day 1

- Research presentations of accepted papers
- Including time for discussions and feedback

## SATURDAY ALL DAY

### Meet the editors

- Journal of Marketing Trends
- European Journal of Marketing
- Journal of Product and Brand Management
- Recherches et Applications en Marketing
- Sinergie Italian Journal of Management

### Conference Tracks – Day 2

- Research presentations of accepted papers
- Including time for discussions and feedback

### Poster fair

- Display of submitted research posters
- Time for discussion and exchanges with academics and practitioners

### Research Workshops – Developing research and writing skills (2 workshops)

- For academics of all levels
- Each workshop is a 1/2 day workshop that mixes general and personalized guidance

### Awards Presentation

- Marketing Trends Award
- Managerial Impact Award
- Elyette Roux Award
- Best Thesis Award
- Best Paper Award

### Gala dinner

### Cultural Event

- Thursday afternoon or Sunday morning
- Private visit of cultural sites and exclusive locations
- Guided tour

# CALL FOR PAPERS AND POSTERS

## 15 thematic tracks :

- International Marketing
- Big Data and Marketing Analytics
- Branding and Marketing Communication
- Consumer Behavior
- Digital Marketing
- Innovation and Product Management
- Marketing Strategy
- Marketing and Sustainability
- Retailing and E-Commerce
- Sales, CRM, Pricing, and Promotion
- Sectorial Marketing (Services)
- Sectorial Marketing (Goods)
- Luxury Goods Marketing
- AgriFood Marketing
- Well-Being

**And 1 special track** dedicated to the main conference topic: “MARKETING AND CHAOS: RESTORING CLARITY, TRUST, AND MEANING IN TURBULENT TIMES”.

- In order to favor the multicultural exchanges, the official language of the conference is English, but the papers can be written in **English, French, German, Italian, Portuguese and Spanish**. An abstract in English must be included for papers written in another language but English.
- **Papers** (maximum 5 pages excluding graphs and tables) will be subjected to double blind peer-reviewing and are expected to meet academic excellence. **They must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).**
- The **posters are also accepted** and will be evaluated by the **conference scientific committee**. They must be written in **English**. They are expected to be **submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).**

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## Conference Chairs :

- Prof. Julio JIMÉNEZ, Universidad Zaragoza (Spain)
- Prof. Alberto PASTORE, Università di Roma La Sapienza (Italy)
- Prof. Julien SCHMITT, ESCP Business School (France)
- Prof. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)
- Prof. Lorena BLASCO-ARCAS, ESCP Business School - Madrid Campus (Spain) : Doctoral Colloquium
- Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow – Scotland (UK) : Best Thesis Award

## Conference Honorary Chair :

- Prof. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy)

## Conference President :

- Dr. Françoise CONCHON-ANDREANI, ESCP Business School (France)



# PAPER SUBMISSION GUIDELINES

PLEASE CAREFULLY READ THESE GUIDELINES BEFORE SUBMITTING YOUR PAPER

- **Paper Submission Rules :**

- **Format:** Word document (.doc or .docx) / Maximum 5 pages (or 20,000 characters), excluding front page, graphs, tables and references / A4 page formatting / 2.5 cm margins on all sides / Single spaced / Times New Roman 12 / Justified.
- **Anonymity :** For the submitted version, NO AUTHOR personal or professional information.
- **First page** must contain the title, the abstract and the key words (maximum 5), in English and (optional) in the paper language.
- **Track choice:** When submitting your paper, make sure you suggest at least 2 possible tracks for presentation. To keep a balanced number of papers per track, we reserve ourselves the right to allocate your paper to a different track.
- **Deadline:** [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

- **Double-blind peer-reviewing process :**

- All papers are evaluated through a blind double peer-reviewing process thanks to the contribution of a Reviewing Committee of over 400 academic reviewers. The evaluation integrates several criteria focusing of the quality, originality and implications of the research.
- Comments made by reviewers will be forwarded to the authors.
- The final acceptance decision is made by the IMTC Scientific Committee on the basis of the recommendations of the Track Chairs and the scientific orientations of the conference.
- Should some papers be an early stage of research, the authors maybe invited to present them at a work-in-progress session allowing a short presentation and discussion.
- Papers that are not accepted for oral presentation can be invited to be presented as posters.

- **Accepted Papers Rules :**

- **Name and Affiliation:** Accepted papers will be asked to add on the front page the authors' names, affiliation, present position, and e-mail addresses.
- **Attendance:** If the paper is accepted, at least one of the authors commits to attending the conference and presenting their research.
- **Paper publication:** Authors can choose between publishing a full version or only an abstract of their paper. To be published in full, final versions could be invited to include improvements to the original version. These modifications are compulsory for papers that are accepted with major changes, otherwise only the abstract will be published. In absence of any information regarding your publication choice, only the abstract will be published.

# **International Marketing Trends Conference**

**All information available on our website :  
[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**

**Conference contact:  
[info@team-imtc.com](mailto:info@team-imtc.com)**

