Call for Papers

The Organizing Committee invites you to the “2nd International Conference on Contemporary Marketing Issues” (2nd ICCMI) that is to be held in Athens, Greece, on June 18-20, 2014. The aim of the Conference is to thoroughly examine Contemporary Marketing Issues, stimulate dialogue and develop new perspectives in the field of Marketing within the globalized cooperative environment. Moreover, topics belonging to Tourism and Hospitality Marketing and Management as well as e-Marketing will be extensively examined and presented. Potential authors are kindly invited to submit papers related but not restricted to the following topics, according to the dates of the CFPs. English is the official language of the Conference.

TOPICS:
- Consumer Behaviour
- Product and Brand Management
- Pricing Issues
- Marketing Channels
- Logistics
- Retailing Issues
- Communications and Advertising
- Customer Relationship Management
- Marketing Strategy
- International Marketing
- Technology Marketing
- Selling and Sales Management
- Research Methods in Marketing
- B2B Marketing
- Ethical Issues in Marketing
- Environmental Marketing
- Non-Profit Marketing
- Social Marketing

Direct Marketing
Innovations in Marketing
Emerging Issues in Marketing

With special streams in the fields of:
- Tourism Marketing and Management
- Hospitality Marketing and Management
- Branding and Destination Imaging
- Events Marketing and Management
- Aviation

And
- E-Marketing
- Trends and Developments in e-Commerce
- Tools and Applications in Mobile Marketing
- Marketing and Social Media
PUBLICATION OPPORTUNITIES:

All accepted final papers will be included in the Conference proceedings. Moreover, authors of selected, high quality, Conference papers will have the opportunity to submit and publish their papers (in an extended and modified version) in special issues of prestigious journals according to the calls for papers, which are to be announced in due time. So far, special issues have been agreed with the following journals:

- EuroMed Journal of Business
- Marketing Intelligence and Planning
- Journal of Business and Industrial Marketing
- Managing Service Quality
- International Journal of Technology Marketing
- International Journal of Internet Marketing and Advertising
- Tourisms
- Journal of Marketing Vistas

Simultaneously, the following prestigious journals are kindly offering space for a few selected papers of ICCMI 2014 provided that they meet the standards of the journals:

- International Journal of Hospitality Management
- Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior
- A Mediterranean Journal of Economics, Agriculture and Environment
- Journal of Theoretical and Applied Electronic Commerce Research
- Ecoforum Journal

SUBMISSION PROCEDURE - IMPORTANT DATES:

- Extended Abstract Submission: By 17/01/2014
- Notification of Abstract Acceptance: By 31/01/2014
- Full Paper Submission: By 31/03/2014
- Notification of Full Paper Acceptance: By 30/04/2014
- Camera Ready: By 10/05/2014
- Registration: By 15/05/2014
- ICCMI 2014: June 18-20, 2014
CONFERENCE CO-CHAIRS:
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INFORMATION:
For further enquiries and information on registration, exhibition, accommodation, etc., please contact:
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Updated information is available on the official
Conference Website: http://www.mkt.teithe.gr/iccmi2014