



ICCFI 2014

“2nd International Conference on Contemporary Marketing Issues”

June 18-20, 2014, Athens, Greece

Co-organised by

Alexander Technological Educational Institute (ATEI) of Thessaloniki,
Greece, and

Manchester Metropolitan University, UK

Call for Papers

The Organizing Committee invites you to the “2nd International Conference on Contemporary Marketing Issues” (2nd ICCFI) 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

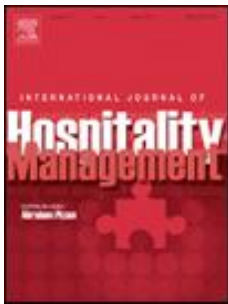


Tourismos



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 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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Updated information is available on the official

Conference Website: <http://www.mkt.teithe.gr/iccm2014>