

9th ICCMI

International Conference on Contemporary Marketing Issues

Virtual Conference

Call for Papers

International Conference on Contemporary Marketing Issues

3-5 September 2021
Virtual Conference

co-Organized by



INTERNATIONAL
HELLENIC
UNIVERSITY



University
of Glasgow

IMPORTANT ANNOUNCEMENT

The organizing committee of the 9th ICCMI 2021 has taken the difficult decision to hold the conference virtually this year. Unfortunately, due to the current COVID-19 pandemic, the conditions are quite unstable and therefore we cannot guarantee a successful conference in a physical location. We will have to defer our appointment to meet in Naxos for summer 2022. However, we have a virtual conference ahead of us this year (3-5 September) and we urge you to participate. More updates on this will become available in the next few days.

The 9th ICCMI 2021 will be held between the 3rd and 5th of September 2021 as a virtual conference.

This year the Conference is co-Organized by the International Hellenic University (former Alexander Technological Educational Institute of Thessaloniki), Greece and the University of Glasgow, UK.

Professor Cleopatra Veloutsou of the Adam Smith Business School of the University of Glasgow, will serve as Conference co-Chair alongside Professor Emeritus Christos Sarmaniotis, the founder of ICCMI.

Following the success of the previous 8 conferences, ICCMI 2021 will continue on the same tradition of bringing together academics and practitioners from around the world who discuss, argue and engage in knowledge transfer in the field of Marketing and other related fields.

We invite you to submit your manuscripts and register for ICCMI.

Moreover, ICCMI 2021 invites papers from other, selected, thematic areas of Business Administration. For more information please check our topics.

Christos Sarmaniotis

Professor Emeritus

International Hellenic University, Greece

Conference co-Chair

Cleopatra Veloutsou

Professor

University of Glasgow, UK

Conference co-Chair

Topics

Advertising & Communication
Arts Marketing
Aviation
Business to Business (B2B) Marketing
Consumer Behaviour
Customer Relationship Management
E-Business
E-Commerce
E-Marketing
Environmental Marketing
Ethical Issues in Marketing
Events Marketing
Fashion Marketing
Health Marketing
Internal Marketing
International Business
International Marketing
Marketing Channels & Logistics
Marketing Strategy
Non-Profit Marketing
Pricing

Product and Brand Management
Research Methods in Marketing
Retailing
Selling and Sales Management
Social Media
Social Marketing
Sports Marketing
Technology Marketing
Tourism, Hospitality & Destination Branding

New Entries

Business strategy and planning
Crisis Management
Entrepreneurship
ERP
Human Resources and leading
Innovation and Management
Knowledge Management
Operations management
Organizational change and development
Organizational culture
Organizational performance
Small/family business
Supply Chain Management
Total Quality Management

Important Dates

ABSTRACT/PAPER SUBMISSION

BY 25/8/2021

NOTIFICATION OF ACCEPTANCE

BY 26/8/2021

REGISTRATION

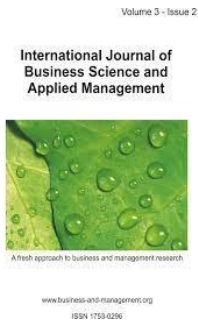
BY 28/8/2021

ICCMi 2021

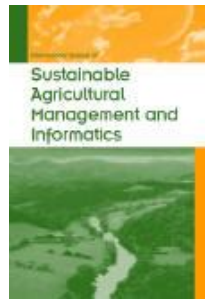
3-5 SEPTEMBER, 2021

Publication opportunities

All accepted manuscripts 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. Special issues are expected and will be announced in due course. So far, special issues have been agreed with the following journals:



International Journal of Business Science and Applied Management



International Journal of Sustainable Agricultural Management and Informatics



International Journal of Marketing, Communication and New Media
ESCI-Clarivate Analytics

Simultaneously, the following journals kindly offer space for a few selected papers submitted to the 9th ICCMI 2021 provided that they meet the standards of the journals.



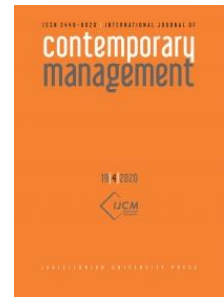
Baltic Journal of Management



Qualitative Market Research



International Review on Public and Nonprofit Marketing



International Journal of Contemporary Management

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