

International Marketing Trends Conference

IMTC BEST THESIS AWARD
IMTC LUXURY BEST THESIS AWARD

www.marketing-trends-congress.com



BEST THESIS AWARDS

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The International **IMTC BEST THESIS AWARD** is given to recognize and encourage Ph.D. in Marketing and to emphasize their talent. The IMTC Best Thesis Award is open to Ph.D. students who defended their Ph.D. thesis on all sorts of **issues related to marketing and marketing trends**.

Examples of topics :

- Brand Management
- Communication
- Consumer Behavior
- CSR & Ethics
- Customer Satisfaction - CRM
- Digital Marketing
- Distribution
- E-Commerce
- International Marketing
- Marketing Research
- Marketing Strategy
- Product Innovation
- Social Media
- Sustainable Development
- Territorial Marketing
- Etc...

IMTC LUXURY BRAND MANAGEMENT THESIS AWARD



The International **PROFESSOR ELYETTE ROUX LUXURY BRAND MANAGEMENT THESIS AWARD** is organized in the memory of our dear friend, Doctor Professor Elyette Roux. **It is open to students who defended their Ph.D. thesis on marketing issues linked to luxury brand management.**

IMTC BEST THESIS AWARDS

SUBMISSION REQUIREMENTS AND PROCEDURE

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

Submission Requirements

- **Thesis or a summary** (no more than 30 pages)
- **Nomination letter** from the dissertation supervisor
- **Brief CV / Resume** (1 page)
- **Abstract in English** (no more than 2 pages)

Selection Procedure

- The thesis will be reviewed for significance of the research contribution, innovation and potential impact.
- **A first selection will be made to choose the theses that have the best potential to win an award.**
- **The final selection will choose one (1) thesis for each award among all the candidates.** These theses will receive either the IMTC Best Thesis Award or the Pr. Elyette Roux Best Thesis Award – Luxury Brand Management.

Language

- **For their application, the candidates can submit their thesis in the original language of the thesis.**
- **A summary (no more than 2 pages) should be written in English.**

Selection committee

The selection committee includes the awards chairs and co-chairs. The award committees choose the thesis that will received the IMTC Best Thesis Award or the Pr. Elyette Roux Best Thesis Award – Luxury Brand Management.

Registration

The registration to attend the conference for the award oral defense is free of charge (0€) and includes a invitation to the Gala Dinner.

Best Thesis Awards Chair

Pr. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management (France)

PR. E. ROUX LUXURY THESIS AWARD

SUBMISSION REQUIREMENTS AND PROCEDURE

All the documents should be sent by the candidates using the info@team-imtc.com email address.

Submission Requirements

- **Perspectives on future publications** of the candidate in the field of luxury brand management; (1 page max.)
- **Electronic version of the Ph.D. thesis with the minutes** of the thesis defense
- **Nomination letter** from the dissertation supervisor
- **Brief CV / Resume** (1 page)
- **Abstract in English** (no more than 2 pages) for the International selection ONLY
- **10 pages max. summary in English** respecting the following rules:
 - Introduction, issue addressed and research question (1 page);
 - Literature analysis (2 pages);
 - Research model and methodology (2 pages);
 - Results analysis (2 pages);
 - Academic learnings and managerial implications (2 pages);
 - Conclusion and 10 max. references (1 page).

Language

- **The candidates can submit their thesis in the language of the country where they apply for the award.**
- Once they have been selected for the International award by the Country Committee, **a summary (no more than 2 pages) should be written in English.**

Selection committee

The selection committee is chaired by Professor Emeritus Yves Evrard (HEC Paris) and a representative of a major luxury brand company and consists of highly respected members of the marketing academic community. The selection committee of the award will evaluate all the proposals and invite a final selection of candidates to defend their work in front of them during a 20 min. presentation on the occasion of the International Marketing Trends Conference (oral defence). The registration to the award is free of charge (0€) and includes a invitation to the Gala Dinner.

OTHER EVENTS AT IMTC

INTERNATIONAL MARKETING TRENDS CONGRESS

- For **Professors and Doctoral Students**.
- **Max. 5-7 pages papers** in English, French, German, Italian, Portuguese or Spanish. Double blind peer-reviewing
- All papers are indexed in the Google Scholar database.

12 key tracks :

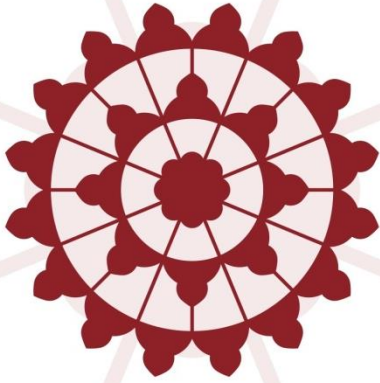
- International Marketing
 - Big Data, Artificial intelligence and Marketing analytics
 - Branding and Marketing Communication
 - Consumer Behavior and Marketing Research
 - Digital Marketing
 - Innovation and Product Management
 - Marketing and Sustainability
 - And...
- ... a specific Marketing Trends Track on the annual topic of the conference
- Marketing Strategy
 - Retailing and E-Commerce
 - Sales, CRM, Pricing and Promotion
 - Sectorial Marketing – Services (Services, Tourism, Culture, Healthcare, Media, Education, Non profit...)
 - Sectorial Marketing – Goods (B-to-B, Luxury, Automotive, Consumer Goods, Food...)

POSTER SESSION

- A specific area of the conference is dedicated to the **Poster Session**. It is equipped to allow the **physical exhibition of paper posters** (A1 size) illustrating the participants' research methods and outcomes. The conference attendees can see a variety of posters and meet with the researchers.
- The **posters** will be evaluated by the **conference scientific committee**. They are expected to be sent **directly by email at info@team-imtc.com**.

Conference Chairs :

- **Pr. Julio JIMÉNEZ, Universidad Zaragoza (Spain)**
- **Pr. Alberto PASTORE, Università di Roma La Sapienza (Italy)**
- **Pr. Julien SCHMITT, ESCP Business School (France)**
- **Pr. Klaus-Peter WIEDMANN, Leibniz Universität Hannover (Germany)**



International Marketing Trends Conference

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