

**International
Marketing
Trends
Conference**

IMTC BEST THESIS AWARD

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IMTC BEST THESIS AWARD

IMTC BEST THESIS AWARD COMMITTEE

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All the documents should be sent via the conference platform.

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.**

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 committee chooses the thesis that will receive the IMTC Best Thesis Award.

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

Prof. Cleopatra VELOUTSOU, Adam Smith Business School – University of Glasgow (Scotland – UK)

Submission deadline

04 September 2026

CONFERENCE PROGRAMME RECAP.

Eventually, the International Marketing Trends Conference offers you three 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

Thursday All Day

Doctoral Colloquium

For PhD students, intermediate or advanced stage.

50 minutes presentations in front of leading academics

Deadline: November 6th, 2024

Research Workshops

Writing Tips

Theory Visualization

Latest State of SmartPLS

Marketing Trends Radar

For academics of all levels

Each workshop is a 1/2 day workshop that mixes general and personalized guidance

Deadline: November 6th, 2024

Awards

Elyette Roux Award

Best Thesis Award

For young researchers

Deadline: November 6th, 2024

Friday All day

Conference Tracks Day 1

Research presentations by authors of accepted papers

Including time for discussions and feedback

Keynote Speakers

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

Trends Track Roundtable

Roundtable of academics and managers

Discussion and confrontation of perspectives on the main current marketing trends

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

Saturday Morning

Conference Track Day 2

Research presentations by authors of accepted papers

Including time for discussions and feedback

Poster Session

Display of submitted research posters

Time for discussion and exchanges with academics and practitioners

Awards Presentation

Marketing Trends Award

Managerial Impact Award

Elyette Roux Award

Best Thesis Award

Best Paper Award

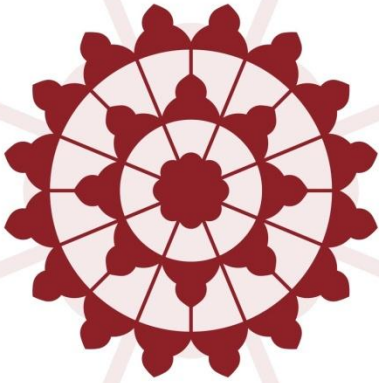
Cultural Event

Saturday afternoon

Private visit of cultural sites and exclusive location

Guided tour

Gala Dinner



International Marketing Trends Conference

CONFERENCE CONTACT

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