



**International  
Marketing  
Trends  
Conference**

**DOCTORAL COLLOQUIUM  
IMTC**

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



# DOCTORAL COLLOQUIUM

## SUBMISSION RULES

All the documents should be sent via the conference platform.

<http://papers.marketing-trends-congress.com/doctoral-colloquium>

### Submission Requirements:

- *Please note that all documents must be sent in Word format in English.*
- **Proposal** (2 to 7 pages max) : Provisional title – Author information (university affiliation) – Abstract – Keywords – Academic and managerial marketing issue – research question – literature review – Theoretical framework and hypotheses – Suggested methodology – Anticipated results or preliminary findings or results – Conclusion – Expected theoretical and managerial implication and anticipated contribution to knowledge – Main references.
- **Research Statement** (2 pages max): Name – University address – Title – Name of thesis advisor(s) – Date of enrollment and whether part-time or full-time – Research agenda – Whether at the early (theoretical development), middle (data collection) or late (data analysis and discussion) stage – Next steps – One specific issue where you would like feedback from the panel.
- **Curriculum Vitae** (2 pages max): Brief CV – Name – Address – Academic background – Work experience – Research interests and objectives – Main publications.
- **Letter of nomination:** The thesis advisor is supposed to send his approval with the proposal of the research and to confirm the research agenda.

### Selection Criteria:

The **Scientific Committee** will review the proposals and provide development suggestions. The selection criteria will focus on proposals dealing with new trends and developments in marketing as well as on the quality and soundness of the suggested method and the potential contribution to advancing in the field of research. Preference will be given to doctoral candidates who have finished data analysis and discussion

# 23<sup>RD</sup> IMTC 2024 VENICE (ITALY)

## KEY EVENTS DURING THE CONFERENCE

The International Marketing Trends Conference offers a great variety of events and covers a wide range of topics with *two main orientations*:

- “**Marketing Trends**” that will shape the future of marketing;
- “**Business Interaction**” that enable the confrontation of academics and managers.

The *key events* during the International Marketing Trends Conference are the following :

- **Conference Tracks**, where professors and researchers present their latest work;
- **Poster Session**, where researchers can display a poster illustrating their research;
- **Trends Track Roundtable**, where managers and academics discuss their views on the key marketing trends;
- **Marketing Strategy Forum**, where business professionals are invited to interact with other managers and academics on their marketing strategies;

The conference also provides *a series of workshops* for its members:

- **Doctoral Colloquium**, which offers Ph.D. students the opportunity to present their research and receive guidance on future directions from leading academics;
- **Paper Writing Workshop**, which provides personalized guidance on how to write impactful academic papers and increase papers’ publication chances;
- **Theory Visualization Workshop**, which provides personalized guidance on how to present your research results in order to better communicate your research and increase your papers’ publication potential;
- **Latest State of SmartPLS Workshop**, with insights on how you can best use the software for data analysis;
- **Marketing Trends Radar Workshop**, to find out about the latest research hot topics.

Finally, the conference grants *several awards* to accolade outstanding research performance

- **International Marketing Trends Award**, to recognize an outstanding lifetime contribution to the Marketing field;
- **Managerial Impact Award**, which is granted to researchers for the managerial implications developed in their research work;
- **Elyette Roux Award**, which acknowledges outstanding research in the field of luxury brand management;
- **Best Thesis Award**, given to the author of a completed thesis for its outstanding contribution to research in marketing;
- **Best Paper Award**, which is given to the best paper presented during the conference.

NEW!

NEW!

NEW!

NEW!

# CALL FOR PAPER AND POSTER

## 13 thematic tracks :

- International Marketing
- Big Data and Marketing Analytics
- Branding and Marketing Communication
- Consumer Behavior
- Digital Marketing
- Innovation and Product Management
- Luxury Goods Marketing
- Marketing and Sustainability
- Marketing Strategy
- Retailing and E-Commerce
- Sales, CRM, Pricing, and Promotion
- Sectorial Marketing (Services)
- Sectorial Marketing (Goods)

**And a special track** dedicated to the main conference topic: **The Role of AI in Marketing.**

In order to favor the multicultural exchanges, the official language of the conference is English but the papers can be written in **English, French, German, Italian, Portuguese and Spanish**. An abstract in English must be included for papers written in another language but English.

**Papers** (maximum 5 pages excluding graphs and tables) will be subjected to double blind peer-reviewing and are expected to meet academic excellence. **They must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).**

The **posters** will be evaluated by the **conference scientific committee**. They must be written in **English**. They are expected to be **submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).**

**Submission deadline: see conference website.**

## 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)

## Conference Honorary Chair :

- Pr. Umberto COLLESEI - Università Ca' Foscari Venezia (Italy)

## Conference President :

- Ms Françoise CONCHON-ANDREANI, ESCP Business School (France)

# CONFERENCE PROGRAMME RECAP.

Eventually, the International Marketing Trends Conference offers you three days of exciting events of presentations. We strongly recommend you to attend to a maximum of workshops, forums and presentation sessions.

More details to be found on each event on our website: [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

## THURSDAY

### Doctoral Colloquium

- Work on Ph.D. thesis with coaching team of 3-4 professors
- Advice on career management by leading academic
- PhD students, intermediate or advanced stage.
- 50 minutes presentations in front of leading academics

### Research Skills Development for Academics – Workshops

- Paper 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 personalised guidance
- *Limited number of places*

## FRIDAY

### Conference Tracks Day 1

- Research Presentations of accepted papers by their authors
- Time for discussions and feedback

### Trends Track Roundtable

- Confrontation of academics and professionals on the main current marketing trends perspectives

### Marketing Strategy Forum

- Forum of academics and business professionals
- Discussion about the most suitable marketing strategies

### Meet the Editors

- Meetings with journal editors

### Gala Dinner

- Gala dinner at exclusive private venue

## SATURDAY

### Conference Track Day 2

- Research Presentations of accepted papers by their authors
- 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
- Pr. Roux Luxury Award
- Best Thesis Award
- Best Paper Award



**ALL INFORMATION AVAILABLE ON OUR WEBSITE:**  
[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

**CONFERENCE CONTACT**  
[info@team-imtc.com](mailto:info@team-imtc.com)