

**International
Marketing
Trends
Conference**

**IMTC BEST THESIS AWARD
IMTC LUXURY AWARD**

www.marketing-trends-congress.com



IMTC AWARDS

IMTC BEST THESIS AWARD

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...

PROF. ELYETTE ROUX LUXURY AWARD



The International **PROFESSOR ELYETTE ROUX LUXURY AWARD** is organized in the memory of our dear friend, Doctor Professor Elyette Roux. **It is open to young scholars who defended their Ph.D. thesis maximum 5 years ago and have made a substantial contribution to the research on luxury brand management.**

IMTC BEST THESIS AWARD

SUBMISSION REQUIREMENTS AND PROCEDURE

All the documents should be sent via the conference platform.
www.papers.marketing-trends-congress.com

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 received 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

November 4th, 2024

PROF. ELYETTE ROUX LUXURY AWARD

EMERGING OR EARLY CAREER AWARD

The PROFESSOR ELYETTE ROUX LUXURY AWARD is an international award open to young scholars who received their Ph.D. **degree maximum 5 years ago** (between 2019 and 2024) and have **made a substantial contribution to the research on luxury brand management**.

In order to be considered by the Award Committee, each candidate should send the following documents :

- A **research paper in the field of luxury brand management** (full paper, 50 pages max. – including references and appendices):
 - The paper should either be an ongoing work or under submission but should still be unpublished (the publication status should be specified on the title page);
 - The first page should be a title page including the author note;
 - The applicant should be first author on the paper;
 - The second page should include a short abstract of the paper (max 200 words);
- Brief CV / Resume (1 page);
- A recommendation letter (1 page – *optional*).

All the documents should be sent by the candidates via the conference website **www.marketing-trends-congress.com**.

The selection committee is chaired by **Prof. Perrine DESMICHEL (ESCP Business School – Paris Campus – France)** and **Prof. Benjamin VOYER (ESCP Business School – London Campus – UK)** and a representative of at least one 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 23rd International Marketing Trends Conference in **Venice (oral defence and prize winner announcement)**. The registration to the prize is free of charge (0€) and includes an invitation to the Gala Dinner.

Submission deadline
November 4th, 2024

KEY EVENTS

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 work and receive guidance from leading academics;
- **Paper Writing Workshop**, which provides personalized guidance on how to write impactful academic papers;
- **Text and Visual Mining**, with personalized guidance on how to present your results in order to better communicate your research and increase your publication potential.
- **Latest State of the Statistical Software Seminar**, with insights on how you can best use the software for data analysis;
- **Marketing Trends Radars** on the research hot topics of the moment.

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;
- **Prof. Elyette Roux Luxury 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!

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 23/01

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**
- **Text and Visual Mining**
- **Latest State of Statistical Software**
- **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 24/01

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 25/01

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

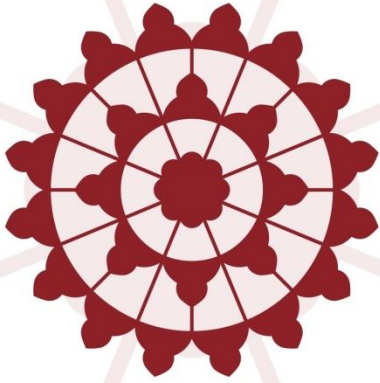
Awards Presentation

- 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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