

**International
Marketing
Trends
Conference**

Venice

18-20 January 2024

Isola di San Servolo

CALL FOR PAPER

23rd International Marketing Trends Conference

Submission Deadline: 18 September 2023

www.marketing-trends-congress.com



23RD IMTC 2024 VENICE (ITALY)

THE CHALLENGE OF ARTIFICIAL INTELLIGENCE MARKETING

Today, Artificial Intelligence is on everybody's lips and its implications can be seen in all sectors. Marketing makes no exception, therefore we have chosen AI as a our 2024 conference topic. How to better prove our point than by asking Chat GPT to write our introduction ? Here is the outcome:

"AI has become increasingly important for marketing because it offers new ways to collect, analyze, and utilize customer data. Marketers can gain deeper insights into customer behavior, preferences, and needs, and deliver more personalized and targeted marketing messages.

Here are a few reasons why IA is important for marketing:

- *Customer insights: With AI-powered analytics tools, marketers can collect and analyze vast amounts of data from multiple sources for a better understanding of customer preferences.*
- *Personalization: AI-powered algorithms can analyze customer data in real-time to provide personalized product recommendations, leading to higher engagement, loyalty, and sales.*
- *Improved efficiency: AI can automate repetitive and time-consuming tasks, such as data entry, analysis, and reporting. This frees up marketers to focus on strategic initiatives.*
- *Prediction: AI can analyze historical data to identify patterns and trends that help predict future behaviour, which represents key information to optimize marketing campaigns."*

Not bad for a machine that has no conscience of what it is saying ;-). However, and this has been forgotten by Chat GPT, there are also multiple risks associated to the impact of AI on marketing, regarding for instance its unsustainable tremendous use of resources or its uncontrolled use of private consumer data. This year, we make AI the main topic of the IMTC conference and we would be delighted to receive your research on this topic. During our conference, we will invest time and collective thinking effort to better understand this key issue that has the potential to shape the future of marketing trends.

We invite you to join us during the 23rd International Marketing Trends Conference in Venice (Italy) on the 18-20 January 2024, and participate to fruitful and exciting exchanges and discussions, with scholars and professionals, about the future of marketing trends.

23RD 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.**

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.**

Submission deadline: 18 September 2023.

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)

PAPER SUBMISSION GUIDELINES

PLEASE CAREFULLY READ THESE GUIDELINES BEFORE SUBMITTING YOUR PAPER

- **Paper Submission Rules:**
- **Format:** Word document (.doc or .docx) / Maximum 5 pages (or 20,000 characters), excluding graphs and tables / A4 page formatting / 2.5 cm margins on all sides / Single spaced / Times New Roman 12 / Justified.
- **Anonymity** : For the submitted version, NO AUTHOR personal or professional information.
- **First page** must contain the title, the abstract and the key words (maximum 5), in English and (optional) in the paper language.
- **Track choice:** When submitting your paper, make sure you suggest at least 2 possible tracks for presentation. To keep a balanced number of papers per track, we reserve ourselves the right to allocate your paper to a different track.
- **Deadline:** 18 September 2023

- **Double-blind peer-reviewing process:**
- All papers are evaluated through a blind double peer-reviewing process thanks to the contribution of a Reviewing Committee of over 400 academic reviewers. The evaluation integrates several criteria focusing of the quality, originality and implications of the research.
- Comments made by reviewers will be forwarded to the authors.
- The final acceptance decision is made by the IMTC Scientific Committee on the basis of the recommendations of the Track Chairs and the scientific orientations of the conference.
- Papers that are not accepted for oral presentation can be invited to be presented as posters.

- **Accepted Papers Rules:**
- **Name and Affiliation:** Accepted papers will be asked to add on the front page the authors' names, affiliation, present position, and e-mail addresses.
- **Attendance:** If the paper is accepted, at least one of the authors commits to attending the conference and presenting their research.
- **Paper publication:** Authors can choose between publish a full version or only an abstract of their paper. To be published in full, final versions may include improvements to the original version. These modifications are compulsory for papers that are accepted with major changes, otherwise only the abstract will be published. In absence of any information regarding your publication choice, only the abstract will be published.


POSTER PUBLICATION RULES

Authors are also allowed to submit posters. The posters must be submitted via the conference website www.marketing-trends-congress.com. The posters will be assessed for both content and visual impact.

- **Poster Format rules:**

- **Font:** Arial
- **Title:** Should be in bold, at least 36 points / Authors' names, affiliations and e-mail addresses should be included.
- **Text:** At least 24 points / Should be easily readable from a distance of 1 to 2 metres.
- **Headings:** 30 points or more (25% larger than text). Bold or other colours may be used.
- **Visual impact:** The amount of text should be kept to a minimum, and each block of text should include no more than a few sentences. Illustrations (tables, graphs and colors) are important.
- **A4 Format:** The posters should also be readable in A4 format in order to be included in the conference proceedings.
- **Printing and Size:** The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.

- **Poster Template:** A template for the poster is provided below:

 International Marketing Trends Conference	POSTER SESSION
Title of research project	
Description of research project	
Name of author(s) and contact information	

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

Thursday 18/01

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 19/01

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

Saturday 20/01

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



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ALL INFORMATION AVAILABLE ON OUR WEBSITE:
www.marketing-trends-congress.com

CONFERENCE CONTACT
info@team-imtc.com