



**International  
Marketing  
Trends  
Conference**

**Venice**

**23-25 January 2025**

**Isola di San Servolo**

**CALL FOR PAPER**

**24<sup>th</sup> International Marketing Trends Conference**

**Submission Deadline: September 16, 2024**

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



# 24<sup>TH</sup> IMTC 2025 VENICE (ITALY)

## WHAT MANAGERS WANT AND REAL-WORLD NEEDS

*Scientific marketing research put to the test in turbulent times characterized by diverse discontinuities and conflicts.*

The practical use of scientific marketing research has recently been called into question once again with particular vehement force. In the face of a wide range of challenges and especially in view of the extreme dynamics caused by technological, but also political and socio-cultural developments, marketing managers mostly lack clear, directly implementable recipes for action. In addition to marketing managers, however, more and more other stakeholders, such as consumers, environmental and consumer policy institutions, politicians, etc., are placing increased demands on marketing science with a view to taking their interests into account and at the same time contributing to a positive, sustainable development of (global) society as a whole. It is therefore not just about giving marketing managers what they want. Rather, it is about making a practical contribution to what the real world ultimately needs in the fight for greater sustainability, handling conflicts and overcoming crises: a committed, critical-constructive marketing science whose concrete benefits for creating a better world for all are evident.

- In which direction should and can marketing science develop in order to develop valuable insights, thought provoking and guiding conceptual frameworks as well as actually helpful analytical tools ?
- How can marketers be specifically supported to take more informed decisions and improve their organization's performance in the long run, leading to sustainable developments of markets in the interest of all stakeholders and society at large ?
- What kind of dialogue and cooperation between companies, the various stakeholders and marketing scientists should be established in order to ensure sustainable problem solutions ?
- How can sustainable bridges be built between the diverse conflicting interests and their representatives in order to make robust contributions to the development of a better world ?

As one of the few conferences systematically gathering both academics and managers to create synergies, it is in the DNA of the IMTC conference to build such bridges. This year, to go even further toward this objective, we make this question the main topic of the IMTC conference.

**We invite you to join us during the 24<sup>th</sup> International Marketing Trends Conference in Venice (Italy) on the 23-25 January 2025, and participate to fruitful and exciting exchanges and discussions, with scholars and professionals, about this key topic for the future of marketing.**

# 24<sup>TH</sup> IMTC 2025 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 Seminar**, with insights on how you can best use the software for data analysis.

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.

# CALL FOR PAPERS AND POSTERS

## 15 thematic tracks :

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

**And 1 special track** dedicated to the main conference topic: “What managers want and real-world needs”.

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: September 16, 2024.**

## Conference Chairs :

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

## Conference Honorary Chair :

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

## Conference President :

- Dr. 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 front page, graphs, tables and references / 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:** September 16, 2024

- **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.
- Should some papers be an early stage of research, the authors maybe invited to present them at a work-in-progress session allowing a short presentation and discussion.
- 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 publishing a full version or only an abstract of their paper. To be published in full, final versions are invited to 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.



# 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](http://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 6<sup>th</sup>, 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 6<sup>th</sup>, 2024

### Awards

- Elyette Roux Award
- Best Thesis Award
- For young researchers
- Deadline: November 6<sup>th</sup>, 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



**24<sup>th</sup> International Marketing Trends Conference**  
**Submission Deadline : September 16<sup>th</sup>, 2024**

**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)**