

The International Marketing Trends Conference supports two research programmes that are placed under the responsibility of Senior Academics who wish to work with International teams of researchers.

INTERNATIONAL MARKETING TRENDS *Review*

Chair: Professor Jean-François TRINQUECOSTE,
Université Montesquieu Bordeaux IV, France

The **Marketing Trends Review programme** is devoted to **identifying 20 to 30 papers** published in one of the 50 selected academic journals over the past two years in order to **help emerge the Trends in Marketing** that are developed in new existing concepts and new ideas. The analysis of these trends aims at creating four or five categories related to the issues that are addressed and the approaches that are used.

For each publication, the end-report of this review includes a synthesis (1500/2500 signs space excluded) in English highlighting how its key elements underline recent research on the area. It also summarizes the paper's topic and conclusions, the academics and managerial implications of the results as well as the methodology and limits.

Each review of literature on a topic is published at the International Marketing Trends Conference after going through a double blind review process by the Scientific Committee.



In order to participate to this program, please contact Professor Jean-François TRINQUECOSTE at jean-francois.trinquécoste@u-bordeaux4.fr.

INTERNATIONAL MARKETING TRENDS *Radar*

Chair : Professor Klaus-Peter WIEDMANN, Leibniz
Universität Hannover, Germany

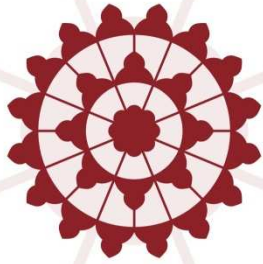
In all fields of marketing trends the dialog between marketing scholars as well as marketing practitioners of different institutions and countries should be systematically advanced. The objective is to obtain **a clear view ranging from a big picture to a more detailed understanding of the main trends** both in the field of marketing science and of marketing management.

This program is **open to all researchers** who wish to participate and are concerned with new trends and developments in marketing. We will provide a detailed framework which structures the relevant fields of marketing trends as follows:

- **the Marketing Trends Barometer**, an annual survey of consumers and professional for measuring marketing trends,
- **academic papers** on new trends and emerging ideas (state of the art and literature review) to address a broad spectrum of novelty and innovation within the marketing discipline.



In order to participate to this program, please contact Professor Klaus-Peter WIEDMANN at wiedmann@m2.uni-hannover.de.



International Marketing Trends Conference

CONFERENCE VENUE

Venice
ITALY

TRANSPORT AND ACCOMODATION

Transport and accomodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available ont the conference website at www.marketing-trends-congress.com.

ORGANIZING COMMITTEE

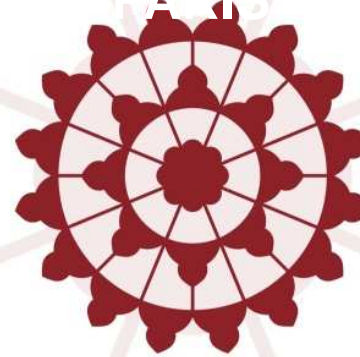
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International Marketing Trends Conference

RESEARCH INITIATIVES

International Marketing Trends Review
International Marketing Trends Radar

