

**International
Marketing
Trends
Conference**

IMTC BEST THESIS AWARD

www.marketing-trends-congress.com



IMTC BEST THESIS AWARD

IMTC BEST THESIS AWARD COMMITTEE

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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 receive 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

Refer to website

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 All Day

- For PhD students, intermediate or advanced stage.
- 50 minutes presentations in front of leading academics
- Deadline: November 6th, 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 6th, 2024

Awards

- Elyette Roux Award
- Best Thesis Award
- For young researchers
- Deadline: November 6th, 2024

Friday All day

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 Morning

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

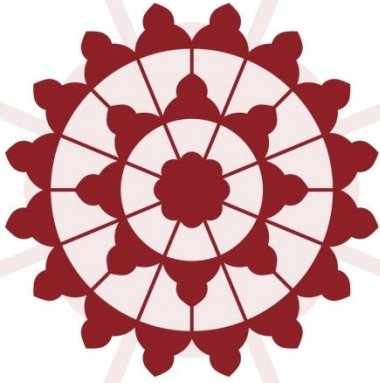
Awards Presentation

- 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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