International Marketing Trends Conference

IMTC BEST THESIS AWARD

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IMTC BEST THESIS AWARD

IMTC BEST THESIS AWARD COMMITTEE

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All the documents should be sent via the conference platform.

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 240€ 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

04 September 2026

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

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
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

Gala Dinner

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

International Marketing Trends Conference

CONFERENCE CONTACT

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