Call for Papers - ICMS2014

International Conference on MARKETING STUDIES

June 18-20 Taipei, Taiwan

http://www.marketing-studies.org/

Organized by: Academy of Taiwan Information Systems Research (ATISR.)
Sponsored by: National Taipei University
Tatung University
International Business Academics Consortium (IBAC.)

The 2014 International Conference on Marketing Studies (ICMS2014) will be held on June 18-20, 2014, in Taipei, Taiwan. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on marketing research.

The upcoming ICMS2013 conference covers, but not limited to the following areas:

Track 1: Strategic Marketing
- Marketing Strategy and Management
- Ethics and Social Responsibility
- Marketing Human Resource Management
- Global and International Marketing
- Intercultural Marketing

Track 2: Business Marketing and Supply Chain
- Business-to-Business Marketing
- Sale Management
- Supply Chain Management
- Distribution and Logistics Management

Track 3: Consumer Behavior
- Consumer Behavior and Psychology
- Retailing
- Fashion and Luxury Product Marketing
- Consumer Neuroscience

Track 4: Internet Marketing
- Internet and Interactive Marketing
- Online Behavior and Psychology
- Social Networking
- Word-of-Mouth
- Virtual Reality and Internet Advertising

Track 5: Marketing Communication
- Advertising
- Promotion
- Branding
- Customer Relationship Management
- Relationship Marketing

Track 6: Tourism, Hospitality, and Service Marketing
- Tourism Management
- Hospitality Management
- Service Marketing
- Sports and Leisure Activities Marketing

Track 7: Social Marketing
- Social Marketing
- Green Marketing
- Nonprofit Marketing

Track 8: Marketing Research and Education
- Research Method
- Bibliometric and Literature
- Marketing Education
- Marketing Research: Past, Present, and Future

Track 9: Others
- All Other Marketing Relative Topics