



8th EMAC Regional Conference
„ Bridging the Marketing/Theory Gap and the Competitiveness of New Europe”
Timisoara, Romania, September 20-22, 2017

Call for Papers

Dear Colleague,

We are pleased to inform you that **West University of Timisoara and EMAC invite** electronic submission of papers for the **8th EMAC Regional Conference** scheduled on September 20-22, 2017 in Timisoara, Romania.

The theme of the EMAC 8th Regional Conference is ***Bridging the Marketing/Theory Gap and the Competitiveness of New Europe***

As marketing environment is changing due to the new technologies, more demanding, connected and empowered customers, new unconventional competitors, and new emerging markets, the companies from the CEE countries need to be well prepared to face these challenges and to survive. It becomes necessary to deepen our understanding of the market success and failure of the companies from the CEE countries, in order to improve communication between academics and practitioners related to the relevant research theme for marketing practice, and to effectively manage the individual and organizational learning process in marketing.

The theme of the 8th EMAC Regional Conference is focused upon the ways of bridging marketing theory/practice gap in CEE countries to enhance competitiveness of the firms. We invite marketing scholars from Europe and abroad to submit papers on marketing theory, strategic marketing, marketing research, consumer behaviour, product and brand management, channel and sales management, marketing communications, marketing organization, business-to-business marketing, services marketing, digital marketing, international and cross-cultural marketing, social marketing and corporate social responsibility.

All submissions are due in PDF format and should be done **online [via the Conference Website](#) no later than April 24, 2017 (noon CET Time)**

Please make sure to read carefully the submission guidelines before submitting your paper. A full set of guidelines can be found [on the conference website](#) under the Paper submission section.

Paper Submission

We invite marketing scholars from Europe and abroad to submit papers on marketing theory, strategic marketing, marketing research, consumer behaviour, product and brand management, channel and sales management, marketing communications, marketing organization, business-to-business marketing, services marketing, digital marketing, international and cross-cultural marketing, social marketing and corporate social responsibility.

Authors may submit more than one paper, but only one can be accepted as first author. However, this author can be co-author of other submitted papers.



For multiple submissions:

- Submit one paper with you as a first author
- Submit the other paper with you as named second/third etc., co-author.

This EMAC policy implies that an author can submit and present only one paper.

Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

After submission deadline, no revised version of papers will be accepted. The paper submitted is the final paper considered for the conference.

Format & Process

- **NO AUTHOR INFORMATION on any page of the paper (including the files properties), as papers will be double BLIND reviewed.**
- **All papers are limited to seven pages (including cover / title page, and references tables and figures)** (Any paper exceeding the specified limit will not be included in the review process.)
- Papers must show a clear indication of the purpose of the research, research method, major results, implications and key references.
- In preparing your paper please make sure that you follow [the guidelines](#) for referencing set out in the [International Journal of Research in Marketing](#) .

Papers will be evaluated through a double blind-review process and authors will be notified of acceptance / rejection by mid-June 2017.

The authors of the outstanding papers presented at the EMAC Regional 2017 Conference will be invited to submit their manuscripts for review in Journal of Business Research (JBR) special issue. All invited papers will go through the regular JBR review process with at least two double-blind peer reviews of each manuscript.

At the conference, there will be organised one poster session. It is possible that some papers will be accepted to be presented in this poster session.

We look forward to your submissions.

Kind regards

Florin Foltean, Conference Chair
Anne-Laure Marteaux, EMAC Executive Secretary



Register as a Reviewer

Following the guidelines provided by the European Marketing Academy, one of the tasks of the Conference Committee is to recruit a team of qualified scholars to review and select those papers, which satisfy the highest academic and scientific standards. As the first step in the process we would like to invite you to register as a reviewer.

The deadline for registering as a reviewer is April 4, 2017

To Register, please click HERE <http://www.emac2017regional.org/register-as-a-reviewer>
