



ICCFI 2018

“6th International Conference on Contemporary Marketing Issues”

27-29 June, 2018, Athens, Greece

Co-organised by

**Alexander Technological Educational Institute (ATEI) of Thessaloniki,
Greece, and**

Manchester Metropolitan University, UK

Call for Papers

The Organizing Committee invites you to the “6th International Conference on Contemporary Marketing Issues” (6th ICCFI) that is to be held in Athens, Greece, on 27-29 June, 2018. The aim of the Conference is to thoroughly examine Contemporary Marketing Issues, stimulate dialogue and develop new perspectives in the field of **Marketing** within the globalized cooperative environment. Moreover, topics belonging to **Tourism and Hospitality Marketing and Management** as well as **e-Marketing** will be extensively examined and presented. Potential authors are kindly invited to submit papers related but not restricted to the following topics, according to the dates of the CFPs. English is the official language of the Conference.

TOPICS:

Consumer Behaviour
Product and Brand Management
Pricing Issues
Marketing Channels
Logistics
Retailing Issues
Business Communications and Advertising
Customer Relationship Management
Marketing Strategy
International Marketing
International Business
Technology Marketing
Selling and Sales Management
Research Methods in Marketing
Business to Business (B2B) Marketing
Ethical Issues in Marketing
Environmental Marketing
Non-Profit Marketing
Social Marketing

Direct Marketing
Innovations in Marketing
Emerging Issues in Marketing and Business
Sports Marketing
Fashion Marketing
Arts Marketing

With special streams in the fields of:

Tourism Marketing and Management
Hospitality Marketing and Management
Branding and Destination Imaging
Events Marketing and Management
Aviation
and
E-Marketing
E-Business
Trends and Developments in e-Commerce
Tools and Applications in Mobile Marketing
Marketing and Social Media

PUBLICATION OPPORTUNITIES:

All accepted final papers/abstracts will be included in the Conference proceedings. Moreover, authors of selected, high quality, Conference papers will have the opportunity to submit and publish their papers (in an extended and modified version) in **special issues** of prestigious journals according to the calls for papers. Special issues are expected and will be announced in due course. So far, special issues have been agreed with the following journals:



Review of Marketing
Science



International Journal
of Internet
Marketing and
Advertising



International Journal
of Technology
Marketing



Tourismos



Journal of Tourism,
Heritage & Services
Marketing

IMPORTANT DATES

FULL PAPER OR EXTENDED ABSTRACT SUBMISSION

BY 15/03/2018

NOTIFICATION OF ACCEPTANCE

BY 31/03/2018

CAMERA READY PAPERS

BY 15/04/2018

REGISTRATION

BY 31/05/2018

ICCMi 2018

27-29 JUNE, 2018

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INFORMATION:

Full Papers: up to 6 pages, including all figures, tables, and references.

Abstracts: Minimum 1 page.

For any information concerning ICCMI 2018 please **contact**:

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Updated information is available on the official

Conference Website: <http://www.mkt.teithe.gr/iccmi2018>