



# ICCFI 2018

## “6<sup>th</sup> 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 “6<sup>th</sup> International Conference on Contemporary Marketing Issues” (6<sup>th</sup> 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



International Journal  
of Retail Distribution  
Management



Tourismos



Journal of Tourism,  
Heritage & Services  
Marketing

## **IMPORTANT DATES**

### **FULL PAPER OR EXTENDED ABSTRACT SUBMISSION**

BY 13/05/2018

### **NOTIFICATION OF ACCEPTANCE**

BY 20/05/2018

### **CAMERA READY PAPERS**

BY 31/05/2018

### **REGISTRATION**

BY 07/06/2018

### **ICCMi 2018**

27-29 JUNE, 2018

## CONFERENCE CO-CHAIRS:

- Dr Gillian Wright, Professor, Manchester Metropolitan University, Department of Marketing, Retail and Tourism
- Dr Christos Sarmaniotis, Professor, ATEI of Thessaloniki, Department of Business Administration (Marketing Programme)

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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>