



CALL FOR PAPERS

ICBME 2019
Dec 04-05, 2019
Tokyo, Japan

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICBME 2019 : International Conference on Business, Marketing and Entrepreneurship is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Business, Marketing and Entrepreneurship. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Business marketing
Commercial businesses, governments
and institutions
Industrial marketing and
business-to-business marketing
Business and consumer markets
Business marketing and. Consumer
marketing
Strategies of business marketing
B2B branding
Product and service
Target market, Pricing, and
promotion

Sales and distribution
Communications methodologies
Positioning statement
Developing messages
Campaign plans
Briefing an agency
Measuring results
Size, growth and the internet