



# CALL FOR PAPERS

**ICBFMI 2020**  
**Mar 26-27, 2020**  
**Madrid, Spain**

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.

ICBFMI 2020 : International Conference on Business Forecasting and Marketing Intelligence is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Business Forecasting and Marketing Intelligence. 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 forecasting process,  
principles and competitions  
Time series forecasting methods  
Marketing intelligence  
Judgmental and new products  
forecasting  
Forecasting for the supply chain  
and in business

Biases of the forecasting manager  
Seasonal and weather adjustments  
Adjusting for special events  
(promotions, strikes)  
Financial and budget forecasting  
Marketing forecasting, forecasting  
software, e-forecasting