



CALL FOR PAPERS

ICIMA 2020
Apr 24-25, 2020
Istanbul, Turkey

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.

ICIMA 2020 : International Conference on Internet Marketing and Analytics is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Internet Marketing and Analytics. 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:

Internet marketing
Social media marketing
Website effectiveness
Traffic generation
Contact management
Email marketing
Business in social networking websites
Social customer relationship management
Business through mobile phones
Strategies in social media marketing
Public relations and social media marketing
Benefits of internet marketing
Implications of internet marketing on traditional advertising

The impacts of social media marketing on economy
Advertising on the net, internet branding, security/privacy issues
Agency relationship management, customer relationship management
B2B marketplace, channel management, collaborative marketing
Consumer behavior and loyalty
Creativity in web marketing and advertising
Direct marketing, effectiveness in marketing and advertising
E-service management, online community management, social marketing
Ethics in marketing and advertising
Globalization and international marketing
Marketing resources management, customer asset management
Innovation and new product development
Knowledge management, market intelligence analysis, marketing research/strategies

