



# 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

