



CALL FOR PAPERS

ICIMA 2020
Aug 06-07, 2020
Amsterdam, The Netherlands

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 Advertising is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Internet Marketing and Advertising. 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:

Advertising on the Net, internet branding, security/privacy issues
Agency relationship management, customer relationship management
B2B marketplace, channel management, collaborative marketing
Consumer behaviour 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

Globalisation and international marketing
Marketing resources management, customer asset management
Innovation and new product development
Knowledge management, market intelligence analysis, marketing research/strategies
Migration from marketplace to marketspace
Product evaluation, pricing strategies, promotion, public relations, sales management
Service marketing/trust on the Net, service/product quality/management