



CALL FOR PAPERS

ICMPMT 2021
Jan 28-29, 2021
Dubai, UAE

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.

ICMPMT 2021 : International Conference on Marketing, Product Management and Technology is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Marketing, Product Management and Technology. 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:

Marketing, Product Management and Technology
Advertising and Integrated Marketing Communication
Advertising and Children
Beauty Business and Medical Tourism Management
B-to-B and Industrial Marketing
Business Administration
Business Law and Ethics
Consumer Behavior in the Service Industry
Consumer Behavior of International Tourism
Consumer Psychology
Corporate Branding
Corporate Marketing-Corporate Reputation
Cross Media Marketing-Cross Media Management

Cultural Marketing
Customer Relationship Management
Decision Sciences and Operations Management
Design and Color Marketing
E-Business, E-Government, and E-Society
Eco-Marketing
Economics
Fashion Marketing of Luxury Brands
Fashion Merchandizing
Global Consumer Behavior and Marketing Strategy
Global Marketing-Challenges in the Face of Economic Uncertainty
Global Product Innovation Management
Human Resources