



CALL FOR PAPERS

ICMP 2021
Feb 08-09, 2021
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.

ICMP 2021 : International Conference on Marketing and Retailing is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Marketing and Retailing. 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:

Application of e-Technology
Customer Service
Event Management
Global Marketing / Retailing
Global Marketing / Retailing
Halal Labeling & Packaging
Consumer Behaviour
Tourism Marketing
Halal Logo
Halal Marketing / Halal Retailing

Integrated Retail Communication
Mix
Internet Marketing
Marketing / Retailing Management
Marketing Communication Mix
Product / Brand Management
Research Methods in Marketing,
Retailing and Communication
Entrepreneurship
Retail Merchandising
Service of Marketing
Supply Chain Management