



CALL FOR PAPERS

ICAMM 2021
Mar 22-23, 2021
Prague, Czechia

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.

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

Affiliate marketing
Web 2.0
Internet marketing
Online advertising
eBusiness
Search engine optimization
Search engine marketing
E-mail marketing
Content marketing
Predominant compensation methods
Diminished compensation methods

Performance/affiliate marketing
Advantages for merchants
Implementation options
Affiliate management and program
management outsourcing
Types of affiliate websites
Publisher recruitment
E-mail spam
Search engine spam
Consumer countermeasures
Adware
Trademark bidding