



CALL FOR PAPERS

ICSMSF 2021
Jun 14-15, 2021
Montreal, Canada

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.

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

Sports marketing
Consumption and communication in sports marketing
Sports fans and fanatical consumption
New challenges for sports marketing
The marketing of sports teams and events

The marketing of products through sports
Social issues and sports marketing
Social media and sports marketing
The evaluation of sports sponsorships
Relationship marketing in sports