



# CALL FOR PAPERS

**ICABMA 2021**  
**Sep 29-30, 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.

ICABMA 2021 : International Conference on Account-Based Marketing Applications is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Account-Based Marketing Applications. 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:

Account-based marketing  
Its differences with traditional  
business marketing  
Account-based marketing strategies  
for business  
Account-based measurement and  
management  
The roles of sales and marketing  
teams

Account-based marketing and the IT  
industry  
Client-centricity and insight  
Marketing and sales partnership  
Reputation, relationships and  
growth