



CALL FOR PAPERS

ICPMBD 2021
Sep 06-07, 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.

ICPMBD 2021 : International Conference on Performance Marketing and Business Development is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Performance Marketing and Business Development. 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:

Performance marketing
Performance-based marketing
Performance-based advertising
High-performance marketing
Data-driven performance marketing
Performance marketing strategies
for business

Online and digital performance
marketing and advertising
Performance assessment, analysis,
evaluation and management
Advantages and disadvantages of
performance marketing
Data analytics for performance
marketing
Business informatics for
performance marketing