



# 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