



# CALL FOR PAPERS

**ICPMM 2022**  
**Jun 21-22, 2022**  
**Vienna, Austria**

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.

ICPMM 2022 : International Conference on Promotional Marketing and Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Promotional 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:

Promotional marketing  
Promotional marketing and advertising  
Data-driven promotional marketing  
Promotional marketing strategies for business  
Advantages and disadvantages of promotional marketing

Decision making technologies for promotional marketing  
The impacts of promotions on customer behaviors  
Brand management with promotions  
Promotional products