



CALL FOR PAPERS

ICSMIS 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.

ICSMIS 2022 : International Conference on Scientific Marketing and Innovative Strategies is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Scientific Marketing and Innovative Strategies. 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:

Scientific marketing
Scientific marketing tools and techniques
Scientific marketing plan implementation and development
Scientific advertising and customer relationship management
Marketing intelligence and analytics, informatics
The development of scientific marketing
Data collection, storage, management and mining for marketing applications

Business intelligence, analytics and informatics for marketing applications
Mathematics and statistics in scientific marketing
Customer satisfaction measurement
Market sizing and market share sizing
Competitive profiling and benchmarking
Effectiveness testing