



CALL FOR PAPERS

ICSMMSCB 2022
Oct 04-05, 2022
Tbilisi, Georgia

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.

ICSMMSCB 2022 : International Conference on Social Media, Marketing Strategies and Consumer Behavior is

the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Social Media, Marketing Strategies and Consumer Behavior. 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:

Online Marketing
Marketing in Emerging and
Transition Economies
Advertising Services and Promotion
Taking New Initiatives in the Field
of Advertising
International and Cross-Cultural
Marketing
Advertising and its impact

Consumer Behavior
Retailing Online
Brand Marketing
Marketing Strategy
SEO and Analytics