



# CALL FOR PAPERS

**ICABRM 2022**  
**Dec 13-14, 2022**  
**Rome, Italy**

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.

ICABRM 2022 : International Conference on Advances in Business Relationship Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Advances in Business Relationship 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:

Business relationship management  
Principles of business relationship  
management and marketing  
Customer value and selection  
Strategies of business relationship  
management  
Instruments of business  
relationship management  
Customer relationship management

Business relationship management  
lifecycles  
Business value realization  
Business dynamics  
Measurement and analysis  
Purpose, reputation and trust  
Governance, boundaries, exchange  
and reciprocity