



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