



CALL FOR PAPERS

ICSMM 2020
Feb 03-04, 2020
Melbourne, Australia

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.

ICSMM 2020 : International Conference on Strategic Marketing Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Strategic Marketing 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:

Advertising and integrated marketing communication	Customer relationship management
Advertising and children	Decision sciences and operations management
Beauty business and medical tourism management	Design and color marketing
B-to-B and industrial marketing	E-business, e-government, and e-society
Business administration	Eco-marketing
Business law and ethics	Economics
Consumer behavior in the service industry	Fashion marketing of luxury brands
Consumer behavior of international tourism	Fashion merchandizing
Consumer psychology	Global consumer behavior and marketing strategy
Corporate branding	Global marketing-challenges in the face of economic uncertainty
Corporate marketing-corporate reputation	Global product innovation management
Cross media marketing-cross media management	Human resources
Cultural marketing	Innovation and learning