

Deadlines

Submission of full papers / Submission of extended abstracts: **20 June 2016**

Review results for submitted full papers / Improvement suggestions for submitted extended abstracts: **20 July 2016**

Improved full paper submission / Improved extended abstract submission: **7 September 2016**

Final notification of full papers or extended abstracts acceptance: **15 September 2016**

Conference fee payment and payment proof sent by email to mid@econ.ubbcluj.ro: **1 October 2016**

Fees

Standard fee: **150 EUR or 675 RON**

Reduced fee (only applicable to doctoral students, post-doctoral researchers, or participants who present extended abstracts or full papers which will not be published in the conference proceedings): **100 EUR or 450 RON**

The conference fee is per participant. It gives the right to participate with up to two papers: one as main author, and one as co-author (or both as co-author). The fee includes:

- one copy of the conference proceedings,
- conference materials,
- coffee breaks,
- conference dinner, and
- a Guided tour of the beautiful city of Cluj-Napoca and its surroundings.

Venue

Babeş-Bolyai University
Cluj-Napoca, Romania
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International Conference on Marketing

Marketing From information to decision

9th Edition

21-22 October, 2016
Cluj-Napoca, Romania

www.econ.ubbcluj.ro/mid

Call for papers

We are pleased to announce and invite you to attend the **9th Edition** of the International Conference **“Marketing - from information to decision”**, which will be held in Cluj-Napoca, Romania, between **21-22 October 2016**, organized by the Babeş-Bolyai University, Faculty of Economics and Business Administration, Marketing Department.

The purpose of the conference is to encourage knowledge exchange concerning marketing or marketing related fields of research, to bring together specialists from higher education institutions and business fields, and to provide a stimulating environment for knowledge enhancement and sharing experience. We intend to create and maintain strong and significant links between the Romanian and the international business environment through a better understanding of contemporary challenges, turbulences and dynamics, all in order to enhance core competences of companies in an increasingly competitive marketing environment.

Authors can submit **full papers or extended abstracts**. Both full papers and extended abstracts are firstly examined by the conference tracks' editors. If appropriate, extended abstracts receive a short list of improvement suggestions, while full papers go through a double-blind peer review process. Full papers which get a positive response after the double-blind peer review process and which are presented during the conference will be published in the **9th volume of the “Marketing - from information to decision” Conference Proceedings** (ISSN-L: 2067-0338; Publisher: **Risoprint**), indexed in several relevant international databases such as: **EBSCO, ProQuest, Gale, CEEOL**. Extended abstracts, as well as full papers which do not get a positive response after the double-blind peer review process, will be accepted and invited for presentation during the conference (without publication in the conference proceedings),

provided that they are considered appropriate by the conference tracks' editors. Participants with extended abstracts or with full papers which are not selected for publication in the conference proceedings will be charged a reduced conference fee.

Topics

The conference welcomes original and innovative papers concerning essential marketing topics related to any of the following **conference tracks**:

- **Strategic Marketing**
- **Consumer Behaviour**
- **Digital Marketing**
- **Business Administration and Marketing in Tourism**
- **Retail Marketing**

However, the previous topics must not be taken as being imposed, nor rigid, as any paper which approaches any marketing related topic in an original and innovative manner will be welcomed. However, participants should try to relate to one of the five conference tracks.

Important notes

All participants who present their extended abstracts or full papers during the conference will receive a certificate of attendance.

The conference language (extended abstracts or full papers, presentations, proceedings, and other conference materials) will be **English**.

The two-day conference **program** will include a plenary session, parallel sessions, coffee breaks, a conference dinner, and a guided tour of the beautiful city of Cluj-Napoca and its surroundings (with no extra charge).

Organizing committee

- **Dr. Mihai Florin BĂCILĂ** (Babeş-Bolyai University, Cluj-Napoca, Romania)
- **Dr. Raluca CIORNEA** (Babeş-Bolyai University, Cluj-Napoca, Romania)
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- **Dr. Monica Maria ZAHARIE** (Babeş-Bolyai University, Cluj-Napoca, Romania)

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- **Dr. Gheorghe Al. CATANĂ** (Technical University, Cluj-Napoca, Romania)
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- **Dr. Bradley WILSON** (RMIT University, Australia; Universidad de Los Andes, Colombia; Bayreuth University, Germany; Maximilian University of Munich, Germany)
- **Dr. Alan WILSON** (University of Strathclyde Business School, Glasgow, UK)
- **Dr. Anca C. YALLOP** (University of Winchester, UK)