

Call for papers

Dear colleague,

The Institute of marketing at the Faculty of Economics and Business, University of Maribor organizing the 3rd international conference: **»MARKETING THEORY CHALLENGES IN TRANSITIONAL SOCIETIES«** supported by European Marketing Academy (EMAC).

It is our pleasure to invite you to the conference, which will be held in Maribor at 24th and 25th September 2009.

Conference purpose and objectives

The purpose of this conference is to provide a research forum among academic researchers and post-graduate students engaged in the research about marketing discipline.

This conference offers an opportunity for an exchange of research experiences concerning marketing issues in the scientific and business environment in order to promote marketing knowledge amongst scholars by disseminating new research findings, and by encouraging the evolution of new research topics. It also serves as a platform for the transfer of knowledge and interaction between scholars and practitioners.

The main objective of the conference is to restore and/or give a fresh impetus to the enhancement of the cooperation among academic marketing researchers in the area of transitional societies. From a historical point of view, the transitional societies have much in common. Unfortunately, these common aspects have been better reflected in business links than in academic communities, which is an issue that remains to be developed further.

The second, but not less important conference objective is to motivate better networking between academic researchers and marketing practitioners, and to participate in building new paradigms and theories.

Papers

We invite authors to submit the results of their best current marketing research. The papers presented in this conference should aim to reflect the state of marketing science.

Papers can be submitted for the following categories:

- (a) Research paper

- (b) Conceptual paper
- (c) Case study
- (d) General review
- (e) Literature review

Submitted papers should be:

- (a) original (i.e. not have been published elsewhere),
- (b) relevant with the overall conference theme objectives,
- (c) written in English and
- (d) submitted in time.

If you wish to have your completed paper included in the proceedings, the final manuscript must be prepared using Microsoft Word and fully prepared in the way you want it to be in the proceedings. For example, tables must be placed where you want them to appear. If you have complex tables, diagrams, or symbols in the paper, please send us a pdf for referencing purposes should the tables not transmit successfully.

The manuscript must be single-spaced, have 2,5cm margins on all four sides, written in Times New Roman font at 12 points (with the exception of the title, which must be at 26 points). Please submit only complete papers from 5 to 7 pages in length.

The manuscript should consist of:

- (a) Title page: the title of the paper and information about the author(s),
- (b) Body of the paper: abstract, body of the paper, and references. References and endnotes need to be consistent and in a generally accepted format.

Submissions will be blind-reviewed. Please submit papers by e-mail as Word document attachments to the following address: submit.mtc@uni-mb.si

All accepted papers will be included in the official conference proceedings. The proceedings will be published with ISBN and will be available at the conference. Each registered conference delegate will receive one free copy of the Proceedings.

Authors of selected conference papers will have the opportunity to publish their papers in the international scientific journal *Naše gospodarstvo* (Our Economy), indexed in ABI-INFORM and in *Journal of Economic Literature*.

Important dates

6 th	April, 2009	Submission of abstract (300 - 500 words)
20 st	April, 2009	Abstract acceptance notification
8 nd	June, 2009	Paper submission deadline
6 th	July, 2009	Paper acceptance notification
10 th	August, 2009	Registration deadline
24 th - 25 th	September, 2009	Conference

For Additional information please contact:

e-mail: info.mtc@uni-mb.si

phone: +386 2 22 90 342

All further details will be published and adequately updated at the Conference web site:

<http://mtc.epf.uni-mb.si>

The conference fee

The registration fee of 135 EUR includes:

- Conference proceedings
- Refreshments during breaks
- Lunches (on 24th and 25th of September)
- Dinner (on 24th of September)

We are looking forward to meeting you at the Faculty of Economics and Business in Maribor on September 24/25th, 2009.

Prof. Damijan Mumel, PhD
Program Committee Chair

Aleksandra Pisnik Korda , PhD
Organizing Committee Chair