

# Call for Papers - ICMS2014

## International Conference on MARKETING STUDIES

*June 18-20 Taipei, Taiwan*

<http://www.marketing-studies.org/>

Organized by: **Academy of Taiwan Information Systems Research (ATISR.)**

Sponsored by: **National Taipei University**

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**International Business Academics Consortium (IBAC.)**

The 2014 International Conference on Marketing Studies (ICMS2014) will be held on June 18-20, 2014, in Taipei, Taiwan. This conference provides a forum for researchers and practitioners to exchange research results and share development experiences on marketing research.

The upcoming ICMS2014 conference covers, but not limited to the following areas:

### **Track 1: Strategic Marketing**

Marketing Strategy and Management  
Ethics and Social Responsibility  
Marketing Human Resource Management  
Global and International Marketing  
Intercultural Marketing

### **Track 2: Business Marketing and Supply Chain**

Business to Business Marketing  
Sales Management  
Supply Chain Management  
Distribution and Logistics Management

### **Track 3: Consumer Behavior**

Consumer Behavior and Psychology  
Retailing  
Fashion and Luxury Product Marketing  
Consumer Neuroscience

### **Track 4: Internet Marketing**

Internet and Interactive Marketing  
Online Behavior and Psychology  
Social Networking  
Word-of-Mouths  
Virtual Reality and Internet Advertising

### **Track 5: Marketing Communication**

Advertising  
Promotion  
Branding  
Customer Relationship Management  
Relationship Marketing

### **Track 6: Tourism, Hospitality, and Service Marketing**

Tourism Management  
Hospitality Management  
Service Marketing  
Sports and Leisure Activities Marketing

### **Track 7: Social Marketing**

Social Marketing  
Green Marketing  
Nonprofit Marketing

### **Track 8: Marketing Research and Education**

Research Method  
Bibliometric and Literature  
Marketing Education  
Marketing Research: Past, Present, and Future

### **Track 9: Others**

All Other Marketing Relative Topics

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