



UNIVERSITY OF PECS - FACULTY OF BUSINESS AND ECONOMICS
Department of Marketing and Tourism

<http://consumption2017.ktk.pte.hu/> consumption2017@ktk.pte.hu



PÉCSI TUDOMÁNYEGYETEM
• JUBILEUM 650 •
UNIVERSITY OF PECS JUBILEE

CONFERENCE INVITATION AND CALL FOR PRESENTATIONS

INTERNATIONAL INTERDISCIPLINARY CONFERENCE ON CONSUMPTION - EXPERIENCES AND PERSPECTIVES IN CENTRAL EUROPEAN CONTEXT

23-24 MARCH 2017, PÉCS, HUNGARY

Dear Colleagues,

On the occasion of the 650th anniversary of its foundation, Hungary's first university the University of Pécs kindly invites you to the *International Interdisciplinary Conference on Consumption - Experiences and Perspectives in Central European Context*.

The conference is organised by the University of Pécs Faculty of Business and Economics Institute of Marketing and Tourism, and will be held on *23-24 March 2017 in the town of Pécs, Hungary*. The language of the conference is English.

The *conference program* is available on the conference official website:

<http://consumption2017.ktk.pte.hu//program>

The Scientific and the Organizing Committees are pleased to announce the conference keynote speaker: *Professor Gerhard Schulze* (author of the best-seller „Die Erlebnisgesellschaft”), University of Bamberg, Germany.

The Organizing Committee also invites academics and other experts in the field of consumption research to *submit abstracts for presentations* at the conference in the following thematic areas:

- Consumption patterns – cultures and modernization of consumption
- Ethical consumption
- Offline and online consumption communities
- Inequality and consumption
- Politics and consumption or consumer democracy
- Consumer response to the crisis – consumption after the crisis
- New content of symbolic consumption
- Understanding consumers – new ways of research methodology
- Consumption, leisure time, tourism
- New forms and institutions of consumption (e.g. shared, collaborative)

Abstract submission deadline: *7 February 2017*

Details on abstracts submission and presentation can be obtained from the conference website.

Presentations will be further selected and evaluated in order to invite authors to submit *full papers* to the special issue of the Hungarian Journal of Marketing and Management.

Registration and conference fees

Registration can be submitted electronically on the official website of the conference. Registration and payment deadline

- for presenters: *1 March 2017*
- for attendants: *6 March 2017*



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We are pleased to invite the academic community and other experts in the field of consumption research to participate in the International Interdisciplinary Conference on Consumption to be held in Pécs in March 2017, in the year of the University of Pécs Jubilee. So please feel free to circulate this message to any colleagues or contacts you think may be interested.

For more information, please visit our official conference website:

<http://consumption2017.ktk.pte.hu/> or contact us via the conference e-mail:
consumption2017@ktk.pte.hu

We look forward to welcoming you in this event.



**International Interdisciplinary Conference on Consumption 2017
Pécs, Hungary**



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