

**Reconnecting Asia with Eastern Europe**  
**2019 MAG Scholar Conference**  
**in Business, Marketing and Tourism**

**Miskolc, Hungary**  
**27-29 June 2019**

**Organized by**  
**MAG Scholar®**  
**Marketing in Asia Group**  
[www.magscholar.com](http://www.magscholar.com)

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**WE KNOW ASIA BETTER**

**Sponsoring Journal**

Asian Journal of Business Research (SCOPUS),  
Journal of Hospitality and Tourism Research (SSCI),  
and other indexed journals to be announced.

**Important Date**

Submission of Abstract/Full Paper: May 15, 2019

**Registration Fee**

**(For International Delegates)**

27-28 June 2-Day Conference

Registration (before June 01): €420\*

Registration (after June 01): €480\*

29 June Cultural Immersion Tour: €120

**Conference Registration:** including conference materials, coffee/tea breaks, lunches, one gala dinner, certificate, goodies bag and cultural immersion tour\* (transportation only)

**Tour:** world famous Tokaj Wine District (UNESCO World Heritage Sites), with cultural sights, wine tasting and free-time activities

**Refund Policy:** 75% refund of registration fee before June 01; no refund after June 01.

**Call for Papers**

**Submission Deadline May 15, 2019**

We would like to invite you to attend this international conference, a meeting of minds on Reconnecting Asia with Eastern Europe in Miskolc, Hungary. All accepted papers will be published in the MAGScholar online proceedings with an ISBN, and submitted for possible inclusion in Conference Proceedings Citation Index (CPCI). A selection of conference papers will also be considered for awards and publication in the indexed journals. We welcome you to join us and share with us your research, as well as network with the delegates from all over the world.

**Research Topic Themes:**

- Marketing Sciences
  - Theoretical Development of Marketing
  - Systematic Review and Meta Analysis
  - Methodological Advancement in Marketing Research
- Marketing Trends and Practices
  - Social Marketing, Services Marketing
  - Marketing Strategies and Consumer Behaviour
  - Sustainable/Environmental/Green Marketing
- Business Strategy and Communication
  - International Business
  - Communication: B2B, B2C
  - Advertising, Sales Promotion, PR, Direct Marketing
  - Supply Chain and Logistics Management
  - Management: Strategy, Human Resources, Organizational Behaviour
- Tourism Management
  - Touring Behaviour and Experience
  - Destination Tourism and Image
  - Festival, Food, Sport, Cultural, Heritage, Medical, Recreational Tourism
  - Tourism Economics and Sustainability
  - Cross-border Tourism Development
- Dynamics of Digital Technology in Marketing and Tourism
  - The Impact of Technology on Global Business
  - Current Issues in Marketing and Tourism

**Other related papers will be considered.**

**Full information of the conference, packages and rates, and submission details will be made available on the websites of MAG Scholar.**