

COMMERCE MARKETING MANAGEMENT 2020

NEW CHALLENGES OF THE 21ST CENTURY

INTERNATIONAL CONFERENCE BUDAPEST, HUNGARY 10-11. JUNE 2020

ORGANIZED BY COMMERCE AND MARKETING INSTITUTE OF BUDAPEST
BUSINESS SCHOOL AS A JOINT EVENT OF THREE UNIVERSITIES



BUDAPEST BUSINESS SCHOOL
UNIVERSITY OF APPLIED SCIENCES



SZÉCHENYI
EGYETEM
UNIVERSITY OF GYŐR



UNIVERSITY of
DEBRECEN

Faculty of Commerce, Hospitality and Tourism as well as Faculty of International Management and Business of BBS; University of Győr, Kautz Gyula Faculty of Economics; University of Debrecen Faculty of Economics and Business

INTERNATIONAL SUPPORTING PARTNERS



FIRST CALL FOR PAPERS

The mission of the CMM International Conference is to promote partnerships between research communities and strengthen the contribution of research in economic growth by providing an international platform for strategic dialogue among stakeholders. The Conference encourages activities in Commerce, Marketing and Management monitors the progress made in the knowledge triangle – research, education and innovation – which are core factors all over the world.

With our Scientific Conference we aim to provide an opportunity to discuss the latest trends and phenomena in the field of Commerce, Marketing and Management as well as to publish new scientific results. Thus, we wish to create a new unique forum for experts to exchange ideas and facilitate stimulating and constructive discussion on theory and practice. It would be a great honor to the Institute and the organizing partners if you could hold a lecture on the latest results of your research. All the accepted articles will be published in one of the appropriate Scientific Journals.

KEYNOTE SPEAKERS

Fred R. DAVID, professor, Francis Marion University, USA

Kim Shyan FAM, professor, Victoria University of Wellington, New Zealand

KAPITÁNY, István, Executive Vice-president of Global Retail, Shell Inc.

KOZÁK, Ákos, CEO, founder, Impetus Research Ltd.

OVERVIEW OF TOPICS

Commerce:

- Digitalization and retail 4.0
- Logistics in commerce
- International Commerce & Exchange Business
- Financial solutions & the Blockchain
- Customer behavior & protection trends

Marketing:

- Digital marketing
- Marketing communication & distribution
- Service & non-profit marketing
- Food & nutrition marketing
- Sustainability marketing

Management:

- Strategic management
- Innovation management
- Human Resource management
- Production management
- Quality Management

REGISTRATION

Registration period: 1st of March – 15th of April 2020;

Abstract deadline: 15th of April

Abstract requirements:

Title, Author(s) TM 12 Bold. In footnote: authors, title, job place, address, mail-address TM 10

Extended abstract between min. 300 to max. 400 words.

- Purpose–Reasons/aims of paper
- Research–Methodology
- Findings–Conclusions
- Discussion
- Research limitations
- Practical Implications-Applications to practice
- If applicable, Social implications–Impact on society and/or policy
- In sum: Originality–What is new about it?

Key words (max. 5), JEL Code: <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>

Abstracts must be uploaded to: <https://emok.hu/cmm>

Contact:

Email: kovacs.andras2@uni-bge.hu; kozar.laszlo@uni-bge.hu

REGISTRATION FEES AND PEYMENT

Normal fee: 70.000 Hungarian Forint (approximately 200 EUR)

Reduced fee for PhD-students/ Co-authors: 35.000 Hungarian Forint (approximately 100 EUR)

Payment: EMOK (Association for Marketing Education and Research)

IBAN: HU49162002231003898900000000

We kindly ask you to transfer the registration fee in HUNGARIAN FORINT. Thank you for your understanding.

DEADLINES

Abstract: 15th of April

Full paper: 30th of June

Revision: 31th of July

Revised paper: 30th of September

PUBLICATION

Selected papers will be published in an online conference proceeding with ISBN.

Best papers will be published in scientific journals:

AJBR ~ Asian Journal of Business Research 	https://magscholar.com/asian-journal-of-business-research/
Apstract: Applied Studies in Agribusiness and Commerce	www.apstract.net
TÉR – GAZDASÁG – EMBER	https://kgk.sze.hu/folyoirat
Oradea Journal of Business and Economics	http://ojbe.steconomieuoradea.ro/
The Hungarian Journal of Nutrition Marketing	http://taplalkozasmarketing.com/
Prosperitas Journal of BBS	https://uni-bge.hu/Kutatasi-tevekenyseg/dokumentumok/Prosperitas-EN

We would be glad to meet you in Budapest, Hungary!

Kind regards,

Dr. habil. KOZÁR, László, professor, Budapest Business School

Dr. habil. JÓZSA, László, professor, Széchenyi István University, Győr

Dr. habil. NÁBRÁDI, András, professor, University of Debrecen