

COMMERCE MARKETING MANAGEMENT 2022



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NEW CHALLENGES OF THE 21ST CENTURY

INTERNATIONAL CONFERENCE BUDAPEST, HUNGARY 15-16. JUNE 2022

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



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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



REGISTRATION

Registration period: 1st of April – 20th of May 2022.

Abstract deadline: 20th of May

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: taralik.krisztina@uni-bge.hu; kozar.laszlo@uni-bge.hu

REGISTRATION FEES AND PEYMENT

Normal fee: 80.000 Hungarian Forint (approximately 200 EUR)

Reduced fee for PhD-students/ Co-authors: 40.000 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: 20th of May

Full paper: 30th of June

Revision: 31 th of July

Revised paper: 30th of September

Registration fees and payment: 20th of May

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.steconomiceuoradea.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



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