

**MBD** 2018  
14<sup>th</sup>-16<sup>th</sup> June  
conference Bucharest



## 6<sup>th</sup> International Conference on **Marketing and Business Development**

Hosted by The School of Marketing, Bucharest University of Economic Studies



### Conference profile

The 6<sup>th</sup> International Conference on "Marketing and Business Development" (MBD) will be hosted by the Marketing School from the Bucharest University of Economic Studies, on June 14<sup>th</sup> - 16<sup>th</sup>, 2018.

The conference is designed to facilitate the communication within a worldwide community of marketing and business specialists.

The event aims to become a scientific forum to discuss the state of the art, innovative strategies, new researches and recent marketing developments in the context of the latest changes in global marketing environment.

### Important dates

#### *Abstract Submission*

**not later than March 15<sup>th</sup> 2018**

#### *Abstract Acceptance Notification*

**not later than March 30<sup>th</sup> 2018**

#### *Full Paper Submission*

**not later than May 15<sup>th</sup> 2018**

#### *Conference Fee Payment - Early Bird*

**March 1<sup>st</sup> - May 10<sup>th</sup>, 2018**

#### *Conference Fee Payment - Regular*

**May 11<sup>th</sup> - June 10<sup>th</sup>, 2018**

### Supported By



**Main tracks include but are not limited to:**

- consumer behaviour;
- marketing research;
- marketing management;
- customer relationship management;
- business ethics;
- business strategy;
- knowledge management;
- entrepreneurship;
- sustainable development;
- corporate social responsibility.

**Conference fee includes:**

- Article presentation;
- Article publishing in the International Conference on Marketing and Business Development Journal, with ISSN, indexed in international databases;
- Conference kit including the program and the digital conference abstract volume with ISBN;
- Certificate of attendance (only for attending participants);
- Lunches and coffee breaks;
- Gala dinner.

**Abstracts** of accepted papers, after a double blind peer-review, will be published in the MBD Conference Abstracts Volume - 2018 (digital media), subject to author's prior registration and payment.

Authors have the option to publish their accepted and presented **full papers** in the International Conference on Marketing and Business Development Journal, MBD 2018 (mbd.ase.ro), which will be listed in the following academic databases and indexes: Index Copernicus, RePEc, EconPapers, IDEAS, Cabell's Directories, Scribd, Microsoft Academic Search and Google Scholar.

The International Conference on Marketing and Business Development Journal will be sent to the academic database Thomson Reuters (former ISI Proceedings) for indexing in the Conference Proceedings Citation Index.

**Conference Fees**

**Early Bird Registration**

March 1<sup>st</sup>- May 10<sup>th</sup>, 2018

**Regular Registration**

May 11<sup>th</sup> - June 10<sup>th</sup>, 2018

**Full Conference Fee**

**290 EURO/Article**

**340 EURO/Article**

**AFER Members Fee**

**230 EURO/Article**

**280 EURO/Article**

**Doctoral and Postdoctoral**

**145 EURO/Article**

**175 EURO/Article**

**Students Fee (Single Author)**

**Additional Attending**

**135 EURO/Person/Article**

**150 EURO/Person/Article**

**Co-authors Fee**

**Additional Audience Fee**

**135 EURO/Person**

**150 EURO/Person**

**(Without Paper)**

**Participants who are interested in presenting 2 papers that they authored will pay only 135 euro for the second one.**

For the **Castles Tour on Prahova Valley – Saturday One Day Trip an additional fee of 60 EURO applies** (see more details on our website about the optional tour).

## **Abstracts and papers**

**Abstracts will have a maximum of 300 words** and will not include charts, tables or formulas according to abstract guidelines.

Academic, post-doctoral and PhD researches, case studies and work-in-progress papers are welcome.

All papers must be **6 to 10 pages in length** and use MBD template available for download at [www.marketingevents.ro/MBDtemplate.doc](http://www.marketingevents.ro/MBDtemplate.doc).

Each paper must be an original work and neither the paper nor significant parts of it shouldn't have been published or are under re-viewing process for publication in another journal.

## **Paper submission**

- each author may submit **maximum of two papers** - individually or in collaboration;
- articles will be written by a **maximum number of 3 authors**;
- abstracts and articles will be subjected to a double blind peer review process;
- authors are responsible for the originality of their submitted papers;
- abstracts and articles will be submitted online accordingly to the instructions available on our website;
- abstracts, articles and presentations must comply to authors guidelines.

## **Miscellaneous**

**Confirmation letters** needed for the visa endorsement are available on demand. Please notify the organizing committee if a specific format is required.

Transport and accommodation costs will be covered by participants but the organizers will happily help with identifying a **hotel near the university** and finding **the best transportation option** available (check our website [www.marketingevents.ro/mbd](http://www.marketingevents.ro/mbd)).

## **Payment**

The payment will be made through bank transfer, as follows:

EURO: **RO26 BRDE 445SV 6770 9514 450**

RON\*: **RO79 BRDE 445SV 6770 9424 450**

Opened at: **BRD, Dacia Agency**

\* the payment in RON will be done at the official BNR exchange rate for the day of the transfer

S.C. **Marketing Zoom Solutions** S.R.L.

6 Pașcani Street, Building TD49, Room 64

6<sup>th</sup> District, Bucharest, Romania

SWIFT: **BRDEROBU**

In the details of the payment **please specify the paper id** received on our website after submitting the abstract.

The Bucharest University of Economic Studies and The Marketing School The Bucharest University of Economic Studies, established by Royal Decree on April 6, 1913, is today a research intensive university, institutionally accredited by the Romanian Agency for Quality Assurance in Higher Education. The Marketing School is the leading Romanian marketing school ranked A class, according to the Romanian Ministry of Education, and it was evaluated by European Universities Association and included in the U-Multirank classification.



**Scientific committee:**

**Professor Carmen Bălan PhD**, Bucharest University of Economic Studies, Romania  
**Professor Gabriel Brătucu PhD**, Transilvania University of Braşov, Romania  
**Professor Ştefan Claudiu Căescu PhD**, Bucharest University of Economic Studies, Romania  
**Professor Luigi Dumitrescu PhD**, Lucian Blaga University of Sibiu, Romania  
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**Assistant Tiffany S. Ho PhD**, Yale University, United States of America  
**Federica Bressan PhD**, University of Verona, Italy  
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