



3rd International Conference on
Marketing and Business Development

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



Conference profile

The 3rd International Conference on "Marketing and Business Development" (MBD) will be hosted by the Marketing School from the Bucharest University of Economic Studies, on 25th-27th of June 2015.

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

November 15th, 2014 - January 19th, 2015

Abstract Acceptance Notification

14 days from submission

Full Paper Submission

January 20th - March 31st, 2015

Article acceptance notification

14 days from submission

Conference fee payment - Early Bird

February 2nd - April 20th, 2015

Conference fee payment - Regular

April 21st - June 2nd, 2015

**if your paper is not accepted, your payment will be refunded.*

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.

Keynote Speakers:



Mr. Neil Swain
Senior Trade Commissioner
The Embassy of Canada to Romania

Mrs. Daniela Florea
Proprietor and Chief Executive
Geo Strategies UK

Abstracts of accepted papers, after a double blind peer-review, will be published in the **Abstracts of the 3rd International Conference on Marketing and Business Development, MBD 2015** (digital media), subject to author's prior registration and payment.

Authors have the option to publish their accepted and presented **full papers** in the **3rd International Conference on Marketing and Business Development Journal, MBD 2015**, 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 **Tomson Reuters** (former ISI Proceedings) for indexing in the **Conference Proceedings**

Conference Fee

	Early Bird Registration (February 2 nd - April 20 th , 2015)	Regular Registration (April 21 st - June 2 nd , 2015)
Full Conference Fee	270 EURO/Article	300 EURO/Article
AFER Members Fee	200 EURO/Article	220 EURO/Article
Doctoral and Postdoctoral Students Fee (single author)	135 EURO/Article	150 EURO/Article
Additional attending co-authors fee	135 EURO/Article	150 EURO/Article
Additional audience fee (without paper)	135 EURO/person	150 EURO/person

Conference fee includes:

- Article **presentation**;
- Article publishing in the **3rd 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.**

For the **Optional 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 wellcome.

All papers must be 6 to 10 pages in length and use MBD template available for download at 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 reviewing 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).

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 Str, building TD49, room 64

6th 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.



SCHOOL OF
marketing

Scientific committee:

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MBD | **2015**
conference | 25th-27th June
Bucharest



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