



Marketing
Department
UAMD

CALL FOR PAPERS

Department of Marketing – Faculty of Business, University “Aleksander Moisiu” Durres, invites you to:

2nd INTERNATIONAL SCIENTIFIC CONFERENCE ON INNOVATIVE MARKETING – ISCOIM

www.iscoim.com

CONFERENCE THEME

**“Communication and Digital Marketing
Management”**

**23 & 24 February, 2018
Durres, Albania**

In collaboration with:



**MARMARA
UNIVERSITY**



Kolegji AAB
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CALL FOR PAPERS INVITATION

We are honored to invite you at the second International Scientific Conference On Innovative Marketing, that will take place on 23 & 24 February, 2018, in Durres, Albania. This year's conference will focus on an emerging and challenging topic "Communication & Digital Marketing Management". ISCOIM 2018 will address challenges and opportunities in the era of the empowered customer. Throughout the world, marketing is helping consumers to improve their lives; companies prosper and at the same time make a positive impact on society.

ISCOIM 2018 aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Communication & Digital Marketing Management. It also provides an interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, as well as practical challenges encountered and solutions adopted in the fields of Digital Marketing.

Conference language is English and/or Albanian (translation is supported).

SCIENTIFIC COMMITTEE

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For more information visit the conference website: www.iscoim.com

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Prof. Assoc. Dr. Xhevat SOPI, University of Gjilan, Kosovo

CONFERENCE TOPICS

Topics of interest include, but are not limited to:

- Digital Marketing Strategy
- Online Marketing
- Social Media Marketing
- Digital Consumer Behaviour
- Event marketing
- Sports marketing
- Gamification
- Content Marketing
- SEO & SEM Strategies
- Understanding Digital consumer experience
- Website Design
- Customer Analytics and impact on Brand valuation
- Digital Marketing Trends
- Buzz marketing

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- Google Analytics
- Legal and privacy issues in Digital Branding
- New Product Development and Digital Marketing
- Ethics in Digital Marketing
- Public Relations
- Product Management
- Strategic Management
- Advertising, Language and Communication
- E-Tourism
- Mix Communication
- International Marketing
- Financial Institutional Marketing
- Corporate Communication
- Holistic Marketing

ORGANIZING COMMITTEE

Prof. Assoc. Dr. Ervin MYFTARAJ

Msc. Erjonilda HASRAMA

Prof. Assoc. Dr. Blerim KOLA

Dr. Violeta NEZA

Dr. Sonila ZERELLI

Msc. Taulant KULLOLLI

Msc. Belisa KORRIKU

IMPORTANT DATES

January 21st, 2018	Deadline for submission of abstracts on e-mail address: iscoim2018@gmail.com
January 28th, 2018	Abstracts acceptance notification
February 8th, 2018	Deadline for submission of application forms and payment
February 12th, 2018	Announcement of the detailed conference program
March 24th, 2018	Deadline for submission of full papers

REGISTRATION FEE

40 € (First author) / 20 € (Each co-author)

The fee includes:

- *Conference materials*
- *Book of Abstracts (with ISBN)*
- *Full paper publication in the electronic format of conference proceedings*
- *Selected papers will be published in scientific journal (with ISSN)*
- *Certificate of attendance*
- *Gala Dinner*

Account number:
Non-Governmental Organization “Qendra per Zhvillim”
Raiffeisen Bank, Albania
IBAN: AL37202110130000008010416411
SWIFT: SGSBALTX
Description: Marketing Conference 2018, Name Surname of the first author

For more information visit the conference website: www.iscoim.com

AUTHORS GUIDELINES

- Abstract should not exceed 500 words and it must clearly indicate the problem, objectives, research methods, results and conclusions.
- Key words: Maximum 4 key words. Key words should efficiently represent the paper content.
- Authors' autobiographical details should appear as the first footnote of each contribution, and include the name, academic and professional qualifications, institutional affiliation, current title, position and e-mail of each author.
- All accepted abstracts will be published in the printed format of the conference abstract book.
- Authors are also advised to proofread their work. Any error in spelling, grammar or data will appear online or in print.
- All the submitted full papers will be published in the electronic format of the conference proceedings.
- Selected papers will be published at the International official journal of the University "Aleksandër Moisiu", Durrës, Interdisciplinary Journal of Research and Development (IJRD http://www.uamd.edu.al/new/?page_id=4406) without any further charge.
- Visit the conference website www.iscoim.com which provides a template of the full papers for the ISCOIM 2018.