



7th EMAC Regional Conference

Where the East Kisses the West: Marketing Convergence and Divergence in New Europe

Sarajevo, Bosnia and Herzegovina, September 14-16, 2016

Call for Papers

We are pleased to inform you that we invite electronic submission of papers, which should be sent in PDF Format, for the **7th EMAC Regional Conference** taking place on September 14-16, 2016 in Sarajevo, Bosnia and Herzegovina.

Theme: Where the East Kisses the West: Marketing Convergence and Divergence in New Europe

Submission Deadline: April 25, 2016 (noon CET Time)

Conference Website: <http://www.efsa.unsa.ba/emaregional2016>

What had been considered the East has changed, and the same has happened to the West. Today, all of the world's economies are interdependent, meaning that the East is dependent on the West, and vice versa. In this interconnected world, the transitional economies of Central and Eastern Europe are experiencing diverse challenges. First, they need to define their own place in regard to the relationship between east and west, which affects their marketing strategies, positioning and targeting. Second, they need to understand the interdependence between the East and West, specifically understanding consumers on both sides, as well as suppliers and other important stakeholders. Finally, they need to become fully integrated into the new world by offering innovative and competitive solutions. In these ways, companies operating in Central and Eastern Europe have the opportunity to explore and use the best from both worlds and to position themselves as a knowledge bridge between the East and West, at that unique place where the East kisses the West. Companies from CEE have the opportunity to become global leaders by reconciling collaborative expertise obtained from their position as a bridge between the two worlds.

Paper Submission

We invite papers dealing with marketing challenges in the transitional markets of the New Europe. This includes papers on marketing management, strategic marketing, buying behavior, marketing-mix, sales management, B-2-B marketing, marketing and the environment and marketing and corporate social responsibility. Both conceptual papers and empirical studies are eligible.

Authors may submit more than one paper, but **only one can be accepted as first author.** However this author can be co-author of other submitted papers.

For multiple submissions:

- Submit one paper with you as a first author
- Submit the other paper with you as named second/third etc., co-author.

This EMAC policy implies that an author can submit and present only one paper.

Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

After the submission deadline, no revised version of papers will be accepted. The paper submitted is the final paper considered for the conference.

Papers presented at the **7th EMAC Regional Conference** may be published in the Conference Proceedings, if the authors choose this option. The proceedings will be published under an ISBN number.

Format & Process

- **NO AUTHOR INFORMATION on any page of the paper, as papers will be double BLIND reviewed.**
- **All papers are limited to seven pages** (including cover / title page, and references tables and figures). Any paper exceeding the specified limit will not be included in the review process.
- Papers must show a clear indication of the purpose of the research, research method, major results, implications and key references.
- In preparing your paper please make sure that you follow the guidelines for referencing set out in the [International Journal of Research in Marketing](#) .

Papers will be evaluated through a double blind-review process and authors will be notified of acceptance / rejection by mid June 2016.

Please make sure to read carefully the submission guidelines before submitting your paper.

Submissions should be done on-line on the [7th EMAC Regional Conference Website](#) no later than April 25, 2016 (noon CET Time).

A full set of guidelines can be found [on the conference website](#) under the Paper submission section.

We are looking forward to your submissions.



Conference Chairs:

Maja Arslanagić-Kalajdžić, School of Economics and Business, University of Sarajevo

Selma Kadić-Maglajić, School of Economics and Business, University of Sarajevo

Website: www.efsa.unsa.ba/emacregional2016

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