



CIMaR 2015 CONFERENCE
CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH

May 13-15, 2015
Vienna, Austria

Building Bridges – Making Connections in Global World

Call for Papers

Paper Submission Deadline: **January 31, 2015**

The 24th Annual CIMaR Conference will bring you to WU Vienna (Austria) from May 13-15, 2015.

Rated for the fifth year in a row as the most livable city in the world in the latest global survey from the consulting firm Mercer, the city is home to **WU Vienna** (Vienna University of Economics and Business), the host of the 2015 CIMaR conference. WU Vienna is the largest educational institution for business, economics, business law, and social sciences in the European Union. The conference will take place at our brand new campus conveniently located adjacent to the largest city park and within easy reach from the city center.

CIMaR has served as an informal and effective networking community for international marketing scholars for almost 25 years now; and new participants are always welcome. Participants originate from over 15 countries and include doctoral students. For more than two decades, CIMaR has provided an excellent platform for both established and junior scholars to exchange ideas and form lasting research collaborations. Sessions are organized for both completed research and new project proposals that are under development.

Thematically, the conference builds on CIMaR's longstanding tradition of combining research, practice and teaching. Specifically, the conference aims at exchanging the latest international marketing research insights, blending this with the experience of international executives, and benchmarking best practice in teaching and publishing. The 2015 conference theme is related to

Vienna's traditional role of building bridges and connecting to close and distant neighboring countries.

We invite papers on all aspects of international marketing and international business, including global marketing strategy, global customer relationship management, born global firms, cross-cultural consumer behavior and global supply chains. While mainstream marketing issues, such as market entry, segmentation and positioning, channel relationships and branding, are relevant, we are particularly interested in emerging research that investigates the interface between marketing and other corporate functions in a global context, and the influence of technology and global political developments. We value all papers that advance our understanding of the role of marketing management in a rapidly changing global market.

Paper Submission

We invite submissions of completed manuscripts, research abstracts, and special session proposals.

Completed manuscripts will be considered for competitive paper sessions, and should not exceed 20 pages in length (double-spaced).

Structured abstracts specifying the purpose of the paper, the design/methodological approach, key findings, research, managerial and social implications, as well as its originality (see for example: <http://www.emeraldgrouppublishing.com/authors/guides/write/abstracts.htm>) will be considered for research workshops, and should not exceed 2 pages in length (double-spaced).

Proposals for special sessions should focus on an emerging issue and identify prospective speakers, and should not exceed 4 pages in length (double-spaced).

All submissions should be in digital format (MS Word file) and sent electronically before **January 31st, 2015** by email to: cimar2015@wu.ac.at. All identifying information should be contained in a separate file with the names and affiliations of all authors. Manuscripts should follow [the style guidelines of the Journal of International Marketing](#) and be submitted with the understanding that they are original, unpublished works and are not being reviewed elsewhere. A "Best Competitive Paper" for the conference will be selected by the CIMaR 2015 Advisory Board.

Publication Opportunities

Accepted papers will be published in the conference proceedings in digital format. Authors can choose to publish either their full manuscripts or extended abstracts in the proceedings and should indicate this preference when first submitting their work. In addition, accepted manuscripts will be considered for publication in [*Advances in International Marketing*](#) through a double-blind review process.

For more information, please contact:

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The [conference](#) website is: <http://www.wu.ac.at/imm/cimar2015>