

Publications



The proceedings will appear in Springer's Proceedings in Business and Economics.

Important Dates

Event	Date
Abstract submission deadline	31 Aug 2015
Notification of acceptance	4 Sep 2015
Full paper submission deadline	11 Sep 2015
Conference	24-27 Sep 2015

Call for Sessions

The conference organizers invite colleagues to submit proposals for Sessions, or Workshops and Mini-symposia. Each session should have at least 6 presentations and each workshop or mini-symposium at least 12 presentations. The Session, Workshop or Mini-symposium organizers will be responsible for advertising their session, reviewing and selecting the papers.

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Saint John Hotel

Saint John Hotel on Mykonos can cater for any corporate event, from small presentations or business meetings to large conferences. The hotel resort's first-class conference and meeting venue is tailored to meet all guest's requirements and host functions in an environment that will motivate and inspire delegates. The combination of a tranquil setting coupled with superb facilities ensures a memorable and productive event. The Saint John Hotel conference centre it is recognized as one of the finest locations for conferences, meetings and events. With the latest audio-visual equipment, high-speed internet access and a variety of catering options, this professional venue can take care of everyone's agenda. The center includes three spacious conference rooms, the "THALATTA", "Pelagos" and "Zeus". These rooms are adaptable to either classroom or theatre style configurations and have the capacity to host up to 850 delegates.



Venue Information

It is an island made by Gods for people. Who hasn't have something to say about Mykonos, who hasn't swim in its vast boundless blue waters, who hasn't have lived unforgettable moments. Mykonos, the sea, the sky, the sun, the hospitality, the fun, the harmony, the charm. A never-ending real myth surrounding us, every part of it a reality, something special, challenging you to live it, taste it, relish it. An barren island, arid, burned by the sun but full of golden beaches and crystal waters. The white color, the stone and the scattered mountains are indelible memories in the mind. The natural elements are vivid and strong, filling you, guiding you in new sensations; the air, the sun, the moon are the eternal guides.

IC-SIM 2015

International Conference on
Strategic Innovative Marketing

September 24-27, 2015,
Mykonos Island, Greece

<http://www.icsim.net>



Aims and Scope

The objective of IC-SIM 2015 conference is twofold: the theoretical approach of the contemporary issues evolved in strategic marketing and the integration of theory and practice. The conference aims to bring together scientists, researchers, practitioners and students, with a special orientation in strategic marketing, who aspire to be ahead of the curve based on the pillars of innovation. It is an excellent opportunity for the advancement of the discipline by promoting strategic research and innovative activities in Marketing. IC-SIM provides a common ground for the exchange of insights on strategic issues in the science of innovation marketing, ensuring significant contributions to this field.

Topics

- Marketing of Innovation, Social Media Marketing
 - Innovations in online Marketing, Marketing Technological Innovation, Facebook marketing strategies
 - Mobile Marketing, Blogging, Network analysis
 - e-branding & Brand Experience Management
 - Digital marketing. Marketing and Electronic Commerce
 - Marketing Analytics, Research, Information Systems
 - Marketing of Emerging Technologies
 - Sustainable Marketing, Distribution Channel Management
 - Integrated Marketing Communications
 - Strategic Marketing, Services Marketing
 - Services Branding/Online Brands
 - Benchmarking strategies, Customer satisfaction
 - Emerging Markets, Marketing Management
 - New Product Design and Development
 - Creativity Marketing, Sports Marketing
 - B 2 B and B 2 C Marketing
 - Pricing Strategies in Marketing
 - Marketing Theory and Applications
 - Art & Cultural Marketing, Cross-cultural marketing
 - Tourism & Destination Marketing
 - Transport Industry Marketing
 - Experiential and Sensory Marketing etc
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Presentations

IC-SIM-2015 supports three types of presentations:

1. oral presentation (about 15 minutes plus 5 minutes for questions)
2. poster presentations
3. virtual presentation (presentation of the paper without attending the conference)

Scientific Committee

Conference Chairman

- Androniki Kavoura, TEI of Athens, Greece
- Petros Tomaras, TEI of Athens, Greece

Conference Co-Chairman

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