

10th BMM-EMAC Biennial International Conference on Business Market Management

Dates and Location: June 29, 2023 - July 1, 2023, University of Passau, Germany

Theme: Shaping B2B Marketing in Turbulent Times

CALL FOR PAPERS

The BMM-EMAC Biennial International Conference on Business Market Management is back! We will finally celebrate its 10th edition with an in-person event in Passau, Germany.

We invite you to submit extended abstracts, full papers, and special session proposals by January 31, 2023.

SUBMISSION GUIDELINES

Submission Format

- Extended abstract: 3-5 pages, excluding references, tables, and figures
- Full paper: maximum of 25 pages, including references, tables, and figures
- Format for both extended abstracts and full papers:
 - File type: PDF
 - Page layout: A4 size page formatting, 2.5 cm margins on all sides
 - Font: 12 point, Times New Roman (except for the title: 14 point, Times New Roman)
 - Text: Double-spaced, left-justified
 - All author identifying information must be removed from the document's file properties.
- Work in Progress: No distinction between full and working papers. Both follow the same format.

Online Submission

- All submissions should be made via the online submission form on the conference website (<https://www.wiwi.uni-passau.de/en/marketing-services/bmm-emac-2023/>).
- The deadline for submission is January 31, 2023. The submission form on the conference website will open December 1, 2023.
- You will receive a confirmation e-mail after your submission.

Special Sessions

- It is possible to integrate special sessions into the program. In case you have a suggestion for a special session, do not hesitate to contact the Co-host Dirk Totzek (dirk.totzek@uni-passau.de) by the due date January 31, 2021.

Authorship

- Correspondence will be directed to the submitting author.
- The corresponding author will receive notice of acceptance or rejection.
- If there are multiple authors, the presenting author must be indicated.
- An author can be listed as presenter of only one submission, but as coauthor of multiple submissions.
- Accepted submissions are not included in the program until the presenting author has registered.

Reviewing

- When submitting an abstract or a paper, we kindly ask you to indicate whether you are willing to provide a short review of submissions of other authors.

IMPORTANT DATES

- Submission opening: December 1, 2023
- Submission deadline: January 31, 2023
- Accept/Reject notifications: Mid-March, 2023
- Registration opening: Mid-March, 2023
- Registration deadline for presenting authors: April 30, 2023