

# EMAC 2024

15<sup>th</sup> REGIONAL CONFERENCE



## EMAC Regional Conference 2024

### Call for Papers

We are pleased to inform you that **ISEG and EMAC** invite electronic submission of papers for the **EMAC Regional Conference 2024** scheduled on September 25-27, 2024 in Lisbon, Portugal.

The theme of the Conference is "*Exploring the Future of Marketing: Reshaping Marketing's Role in the Society*"

Companies worldwide still consider consumers as a central pillar of business. Consumers are more and more connected, using technology largely, concerned about individual (e.g., safety, stability, identity, relationships) and environmental aspects (e.g., climate change, economy, politics). They are searching to interact with companies with a meaningful purpose that can provide real value solutions. This situation forces companies to rethink marketing strategies in a way to provide viable alternatives combining opportunities and available resources to make a difference in society.

Considering the current marketing challenges, we invite the researchers to submit papers exploring, but not limited to, Technology-enabled consumer behaviour patterns; Sustainable consumption; Consumer vulnerability and privacy research; Strategic marketing shift towards digitalisation and sustainable growth; Digital sales and Marketing management; Service, retailing and consumer experience; Branding and Innovation; International and Cross-cultural marketing; Business-to-Business Marketing, etc.

All submissions are due in PDF format and should be done online via the [submission link](#) **no later than 30 April 2024 (16:00 CET Time)**

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

#### ***More information***

Conference website: <https://www.iseg.ulisboa.pt/event/emac-2024-exploring-the-future-of-marketing-reshaping-marketing-s-role-in-the-society/>

#### **Contacts**

For submission and/or registration issues only, please contact:

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For any other issues, please contact:

Organising committee: [emacregional2024@iseg.ulisboa.pt](mailto:emacregional2024@iseg.ulisboa.pt)

We look forward to your submission,

Best regards

Marcia Herter & Sandra Miranda de Oliveira  
*Conference Chairs*