

China Marketing International Conference 2020

Web Conferencing

Marketing and Management in the Digital Age

June 20-30, 2020

www.cnmkt.org

Submission Deadline: June 10, 2020

Organizers

Chinese Scholar Marketing Association

Since the beginning of 2020, the COVID-19 Pandemic has brought grim damage and challenge to the world. Social and economic activities are disrupted, and distance between people is stretched and strained. Meanwhile, the digital economy based on information technologies has flourished, which is in line with the world leading economies' development strategy, that is, to accelerate the development of the digital economy and promote the combination of the Internet, big data, artificial intelligence and the brick-mortar economy.

Organized by the Chinese Scholars Marketing Association (CSMA), the "China Marketing International Conference" (CMIC) has had seven fruitful years. In light of the ongoing COVID-19 pandemic, CSMA decides to move this year's conference from offline to online. CMIC 2020 will be hold on **June 20-30**.

The theme of this year's conference is "**Marketing and Management in the Digital Age**". Hundreds of participants will join from academia and industry and from China and overseas, aiming to build an exchange platform between academia and industry, and to help Chinese and international firms survive, develop and grow in and after the pandemic!

Submissions of competitive papers (full version), special session proposals, and poster abstracts are invited. Papers on Marketing and Management in the Digital Age are particularly encouraged. Accepted papers will be published in conference proceedings and submitted for CPCI. This year's conference will also cooperate with the ***International Journal of Emerging Markets*** (SSCI Journal; 2018 Impact Factor: 2.067; 2018 CiteScore: 2.16) on the topic about **Impact of Artificial Intelligence on Business in Emerging Markets**. Excellent submissions at the conference will have the opportunity to be recommended for publication in this special issue <https://www.emeraldgrouppublishing.com/journal/ijoem/impact-artificial-intelligence-business-emerging-markets>

Registration Fee

General Academic Attendee	650RMB/88USD
Full-time Student	390RMB/53USD
CSMA/ABA Members	520RMB/70USD
Individual Participants in Business Community	1170RMB/160USD

* Please note if your submission is accepted by the conference and is willing to be published in the conference proceedings afterwards, the publication fee 1000 RMB /150 USD will be charged.

Submission Guidelines

Each paper may be intended for one session. The review criteria include the overall quality of the paper, the clarity of the opinions and arguments, and its contribution to the understanding of marketing phenomena.

All submissions, must be written in strict accordance with the format requirements of the paper or abstract templates (specified in the submission link). Submissions that do not meet the format requirements will not be accepted. Please follow this link to submit your paper: <http://www.cnmkt.org/paper/submission.html>

We sincerely invite you to attend CMIC 2020 to discuss and exchange the latest academic achievements with scholars from all over the world. If you have any other questions about registered contributions, please contact us via email: cmic@cnmkt.org.

For more information, please visit the official website: <http://www.cnmkt.org>

Conference Organizing Committee
June 2020
CHINA

