

CALL FOR PAPERS
22nd International Conference on
Corporate and Marketing
Communications
University of Zaragoza (SPAIN)



NEW DATES

Submission deadline: January, 15th 2016

Early registration: March 15th, 2017

Conference dates: 4-5 May 2017

Conference website: <http://eventos.unizar.es/go/cmc2017>

Contact contact.cmc2017@gmail.com

Conference Chair:

Dr. Carlos Flavian, Faculty of Economics and Business Studies

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Conference Tracks:

Corporate Communications

- Corporate communications
- Corporate identity, image, reputation
- Integrated corporate communications
- Corporate branding
- Communication to stakeholders
- Public relations perspectives
- Managing organizational identification
- Internal communications
- Organizational, business communications
- Internal branding
- Non-profit and voluntary sector branding
- Brand experience and co-creation
- Destination branding

Marketing Communications

- Integrated marketing communications (IMC)
- Advertising, direct marketing, sales promotion and public relations
- Communications efficacy and effectiveness
- Branding and brand management
- Rebuilding trust in brands
- B2C; B2B; B2E; B2G communications
- Measuring attitudinal/behavioural response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- Excellence in marketing communications

Contributions:

This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review, and ideas for special session proposals are welcome.

Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial changes.

Interactive and Multichannel Communications

- Communication, interaction, integration
- Relationship and retention marketing
- Internet as a promotion tool or media
- Web advertising effectiveness
- The antecedents of web performance
- Building customer relationships online
- Permission marketing – critical issues
- Web visits measurements – concerns
- Online marketing communication research
- Viral marketing and eWOM
- Mobile marketing
- Multichannel contacts and strategies
- Organizations response to negative eWOM

Related Areas

- Ethical issues of marketing communications
- Critical views on corporate communications
- Communicating and reporting about CSR
- Communications research methods
- Rhetoric, semiotics in communication
- Evaluating communication effects
- Knowledge management and Communication
- Communication in times of economic crisis
- Gaining consumer advocacy
- Cross-cultural analysis

Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed for the *Journal of Marketing Communications* (JMC). We are also working on special issues of other journals in connection with the conference (TBA).

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the *Spanish Journal of Marketing-ESIC* (SJME).