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CALL FOR PAPERS  
9th  
International Conference  
For Marketing, Management, Finance, Consumer Behaviour,  
Tourism and Retailing Research

Managed by:  
The University of the Balears  
&  
The Ibiza Tourist dept

11<sup>th</sup> to 13<sup>th</sup> April 2012  
Keynote Presentation

Prof. Bernd Hallier



Prof.Dr. Bernd Hallier is Managing Director of the EHI Retail Institute ([www.ehi.org](http://www.ehi.org)) since 1985. He is also the President of EuroShop - worldwide exhibition for retail investment goods ([www.euroshop.de](http://www.euroshop.de)), Chairman of the Board of the Orgainvent ([www.orgainvent.de](http://www.orgainvent.de)), founder of EUREPGAP (now GlobalGAP- Good Agricultural Practice) [www.globalgap.org](http://www.globalgap.org) and the member of a number of other national and international Committees. Apart from his teaching activity in Germany he lectures in trade marketing and trade management at the Moscow academy of business at the Government of Moscow, where he honoured by a professorship honoris causa.

Prof.Hallier manages also the European Retail Academy [www.european-retail-academy.org](http://www.european-retail-academy.org) as an executive member of the Board of Trustees.

The 9th (annual) International Conference for Consumer Behaviour and Retailing Research is organised by Centre for **I**nternational **R**esearch in **C**onsumers **L**ocation and their **E**nvironments (CIRCLE).

The Centre engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international contexts for a range of service industries including events, finance, hospitality, leisure, marketing, retailing and tourism. All research activities/projects/conference proceedings are disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fuelling further academic study and debate in this important emerging research area.

Investigating international/global environment, the Centre is international itself – with 80 partner institution throughout the world.

The 9<sup>th</sup> International Conference for Consumer Behaviour, Tourism and Retailing Research Conference has two goals. The first goal is to provide an international environment for different academic/professional approaches and discussions on recent development in consumer behaviour and retailing theory/practice in a contemporary turbulent business arena.

The second goal is to provide the opportunity for young scholars, practitioners and PhD students to have their work validated and benchmarked within the benevolent academic and professional community of colleagues from different international contexts. The young scholars, studying for their PhD are invited also to their symposium and to meet with their supervisory team.

With more participants/members and more partnering institutions joining the CIRCLE, the sustainable quality development and positive competition will be the catalysts of fruitful academic and professional co-operation in the field.

Focus of the Conference will be on various aspects of contemporary political, economic, social and technological environment for international business practice(s) and their target market(s) with special emphasis on retailing, hospitality, tourism and events.

The Conference Tracks will cover the following areas:

Retailing  
Tourism  
Events & Leisure  
Marketing & Strategy  
Management  
Economics  
Finance  
Consumer Behaviour  
Culture & Consumption  
Innovation  
Fashion

### **Paper submission and Review Process**

Please send an **abstract** of no more than 200 words by 29<sup>th</sup> **October 2011** to [g.vignali@mmu.ac.uk](mailto:g.vignali@mmu.ac.uk)

Abstracts should clearly state the purpose, results and conclusions of the work to be described in the final paper. **Key words** (3-5) should be enclosed to abstract. Please, provide full names, affiliations and up-to-date contact details (postal address, university/business address, e-mail, and telephone and fax numbers) as per the sample abstract below:

Abstracts and final papers should be in font size 12. All images need to be provided as 300dpi.

Both abstracts and final papers will be double blind reviewed. Authors will receive abstract acceptance notice from the Organising Committee by 30th **November 2010** - at latest. Full papers should be submitted by **25<sup>th</sup> February 2011**.

Final registration for the 8th International CIRCLE conference is the 25th March 2011.

Please visit [www.ijmc.org](http://www.ijmc.org) to see the format of how the paper should be submitted. All accepted papers will be published in Access Press Journals (details to be given at the conference.)

There will be a book of abstract with an ISBN number provided at the conference for all delegates.

**English is the official language of the 8th International Circle Conference.**

#### ***Submission format***

All abstracts and final papers should be submitted in English, checked for correct grammar and spelling and e-mailed to [g.vignali@mmu.ac.uk](mailto:g.vignali@mmu.ac.uk) in Microsoft Word (.doc/.docx) format.

#### **Scientific Committee Members for the Conference:**

**Gianpaolo Vignali - PRESIDENT-Manchester Metropolitan University, UK**

**Professor Claudio Vignali - Leeds Metropolitan University, UK**

**Profesor Tihomir Vranešević, Faculty of Economics and Business University of Zagreb, Croatia**

**Razaq Raj - Leeds Metropolitan University, UK**

**Professor Vitor Ambrosio - ESHTE, Portugal**

**Dr. Antonio Feraco - Innova Spa, Italy**

**Prof R. Kaufmann**

**Dr. Alex Kenyon**

**Dr. Tahir Rashid**

**Prof Carlos Fernandez**

**Prof Bernd Britzlemaeir**

**Prof leo Dana**

**Prof barry Davies**

#### **Correspondence:**

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**Consumer Behaviour**

**Manchester Metropolitan University**

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#### **Registration fee:**

The fee will be €380 and this includes the book of abstracts/proceedings, subscription to the IJMC and other Access Press Journals, lunches, coffees and the Gala dinner.

The fee includes the presentation of one paper. All additional papers carry an extra conference fee. All additional authors who attend the conference must also pay the conference fee.