



# 7<sup>th</sup> International Research Days

on Marketing Communications

April 18<sup>th</sup> and 19<sup>th</sup>, 2013  
Wolfsburg (Germany)

# CALL FOR PAPERS

Since its first edition in 2004, the International Research Days on Marketing Communications traditionally have a strong focus on online and sponsorship-linked marketing, but are open to any other form of “below the line” communications. Especially during the last years the online Marketing has grown to a main part of the “below the line communications. The combination of sponsorship-linked and online marketing is one of the main foci of this year’s research days.

Contributions should focus on – but are not limited to – non-traditional marketing communication instruments such as

- sponsorship,
- patronage,
- event communication,
- social media,
- brand community management,
- lobbying,
- product placement,
- buzz marketing,
- online communications,
- public relations.

They may concern any stage of the communication process: objectives, budgeting, planning, strategy, execution, control, etc. Contributions such as experiments, field studies, case studies and state-of-the-art reviews are welcome.

The conference is known for its friendly, international atmosphere and its small size (usually not more than 50 researchers and selected practitioners) which favour in-depth discussions. It includes two plenary sessions, a round table, and never foresees more than two sessions in parallel.

### Conference Co-Chairs

Björn Walliser, Université de Lorraine  
David Woisetschläger, TU Braunschweig

## Guidelines For Authors

Papers can be submitted in two formats:

- 6 pages “short” format (EMAC style), including tables, figures and references or
- 20 pages “full” format, including tables, figures and references.

Papers should clearly define the problem, discuss research methodology, and outline the contributions to ‘below the line’ communications. Both conceptual and empirical works are encouraged. Papers are supposed to be turned in and presented in English.

- Spacing: 1,5 throughout;
- Times New Roman 12-point font;
- A4 size page formatting,
- 3 cm margins on all sides.

Submissions should be sent to Isabelle Kes (i.kes@tu-bs.de) by the indicated deadline.

## Important Dates

- December 1<sup>st</sup>, 2012** Submission deadline
- January 20<sup>th</sup>, 2013** Notification of acceptance
- March 1<sup>st</sup>, 2013** Deadline for early bird registration

## Conference Fees

	Prior to March 1 <sup>st</sup> , 2013	After March 1 <sup>st</sup> , 2013
<b>Regular fee:</b>	210 €	250 €
<b>Doctoral student fee</b>	160 €	200 €
<b>Corporate fee :</b>	260 €	300 €

If you have any questions, do not hesitate to contact us:  
Isabelle Kes (i.kes@tu-bs.de) for questions relating to the CfP  
Irina Hoof (i.hoof@tu-bs.de) for any organizational issues