

# 2024 9th International Conference on Marketing, Business and Trade

# 2024 ICMBT

ICMBT 2024 is organized by Kyushu University, Japan and technical supported by Southern University of Science and Technology, China, Purdue University Northwest, USA, De La Salle Araneta University, Philippines. It's the co-located conference of IC4E 2024.

The conference aims to build a high-end frontier communication platform in the field of Marketing, Business and Trade, promote the exchange and cooperation of experts and scholars at home and abroad, and promote the innovation and development of industry. The conference will bring together experts, scholars and industrial talents to jointly conduct open discussions on international hot topics, key technologies, industrial development and challenges, etc.

Fukuoka, Japan  
March 18-21, 2024

www.icmbt.org

## Business topics of interest

Branding  
Business Administration  
Business and Economics  
Business Leadership  
Business Models  
Business Negotiation  
Corporate Governance  
Corporate Social Responsibility  
Customer Service  
Developing Employees  
E-Business and E-Commerce  
Emerging Markets  
Entrepreneurial Challenge  
Entrepreneurship  
Ethics in Business  
Negotiations  
Organizational Structure  
Performance Measurement  
Strategic Planning  
Supply Chain  
Venture Capital

# CALL FOR PAPER

## Marketing topics of interest

Affiliate Marketing  
Consumer behavior  
Content Marketing  
CSR and luxury  
Customer Relationship Management (CRM)  
Developments in today's labor markets  
Industrial Marketing  
Influencer Marketing  
International Marketing  
International Marketing Management  
Strategic Business Sustainability  
Strategic marketing  
Sustainable Marketing  
Telemarketing  
Viral Marketing

## Trade topics of interest

Classical theory and modern analysis  
Corporate governance  
Dominance effects  
Factor price equalization  
Import and Export  
Infant industries  
International Trade Frauds  
Multinational companies  
Multinational enterprise  
Trade policies  
Transnational corporations

For more topics, please visit:  
<http://www.icmbt.org/cfp.html>

## Journal Publication

Submissions will be reviewed by the conference committees and accepted papers will be published in the following journals:



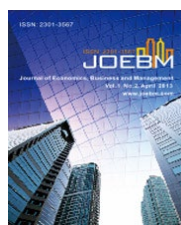
### International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X (Print)

Frequency: Bimonthly

DOI: 10.18178/IJTEF

Abstracting/Indexing: ProQuest, Crossref, Electronic Journals Library, EBSCO, etc.



### Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

Frequency: Quarterly

DOI: 10.18178/JOEBM

Abstracting/Indexing: CNKI, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, and Crossref.



## SUBMISSION INSTRUCTION

- ✓ Papers must be written in English and submitted electronically through:  
<http://confsys.icmbt.org/submission/icbmt2024>
- ✓ Submission Type: Abstract submission for presentation only without publication; Full paper submission for both presentation and publication.
- ✓ Paper Length: The minimum page limit for full paper is 10 pages including all figures, tables, and references. When it exceeds 10 pages, each additional page (from Page 11) will be chargeable.
- ✓ Follow the template when preparing your paper:  
IJTEF Template: [http://www.icmbt.org/IJTEF\\_template.doc](http://www.icmbt.org/IJTEF_template.doc)  
JOEBM Template: [http://www.icmbt.org/JOEBM\\_template.doc](http://www.icmbt.org/JOEBM_template.doc)

## Important Dates

Submission Deadline	30 October 2023
Review Result	30 November 2023
Registration Deadline	20 December 2023
Conference Dates	18-21 March, 2024

## Contact Us

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