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3rd Global Islamic Marketing Conference: Africa Rises

Cairo, Egypt

December 17 – 18, 2012

CALL FOR PAPERS

Submission Deadline: October 18, 2012

4th Conference: Istanbul, Turkey

[Learn more about the 4th Global Islamic Marketing Conference which will be held in Istanbul in May 2013. Total awards of 10,000 USD will be awarded to best papers. Submission to Istanbul will open in Oct 2012.](#)

[Click here.](#)

Following the last two successful conferences organized by the International Islamic Marketing Association and held in 2011 in Dubai and 2012 in Abu Dhabi, we are pleased to announce that the 3rd Global Islamic Marketing Conference (GIMC3) will be held on December 17 and 18, 2012 in the beautiful city of Cairo and it is intended to gather academics, researchers, and businesses from all contents. You are cordially invited to submit papers or attend.

Benefits

1- International Islamic Marketing Award. All complete papers will be considered for the prestigious Islamic Marketing Award. Winners will receive their awards at the closing ceremony.

- 1st Best Paper Research Award: 500 USD
- 2nd Best Paper Research Award: 500 USD
- 3rd Best Paper Research Award: 500 USD
- 1st Best Student Paper Research Award: 500 USD
- 2nd Best Student Paper Research Award: 500 USD

2- Publications in international Journals. Outstanding papers will be published in special issues of outstanding and internationally recognized journals. In the 2nd Global Islamic Marketing Conference which was held in January 2012 more than 30 papers were published in five highly recognized international journals. We promise to publish at least the same in the 3rd Global Islamic Marketing Conference. The journals that participated in 2012 are *Marketing Theory, Intl Journal of Social Entrepreneurship and Innovation, Management Research Review, Journal of Developmental Entrepreneurship*, and *the African Journal of Business and Economic Research*.

3. Free first year membership in the International Islamic Marketing Association.

4. Networking. An extraordinary opportunity to meet the most influential scholars and researchers in the field of Islamic Marketing.

5. Above all, help create better markets, put ethics back into business.

Conference tracks

<i>Islamic Marketing Papers</i>	<i>Comparative Marketing Papers</i>
Islamic marketing	Kosher/ Jewish business Studies
Islamic branding	Christian business studies
Muslim consumers	Vegetarian consumer/ market studies
Commercializing Islam	Ethnic consumer/ market studies
Islamic marketing mix	Green/ environmental Marketing
Islamic business ethics	
Halal market	<i>General Papers on Islam, Business, and the Middle East</i>
Islamic hospitality and tourism	African Islamic Studies
Islamic logistics	Islamic finance
Islamic e-market	Islam and business
Islamic law and marketing practices	Islamic HR
Trade with Islamic markets	Islamic management and leadership
Islamic media and communications	Islamic entrepreneurship
Islamic retail	Social Entrepreneurship in Emerging Islamic Markets
Islamic fashion and clothing	Social Innovation and Islamic Marketing
Islamic pharmaceuticals, cosmetics and toiletry	Islamic economics
	Islamic business education

Registration

Corporate rate: \$800, Academic and employee: \$400; Students: \$250;

Groups: 5 or more get 20% discount; IIMA members and attendants of GIMC1 Dubai or GIMC2 Abu Dhabi get 20% discount.

Submit papers to welcome@iimassociation.com or contact the following committee members directly.

Conference Chair: Dr. Baker Ahmad Alserhan. baker.alserhan@uaeu.ac.ae

Chair of the Scientific Committee: Dr. Daphne Halkias. daphne_halkias@yahoo.com

Country chairs

Indonesia, Malaysia, and Brunei: Dr. Tono Saksono. tsaksono@uthm.edu.my

Turkey: Dr. Ozlem Sandikci. sandikci@gmail.com

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