



الهيئة العالمية للتسويق الإسلامي
International Islamic Marketing Association

Conference languages: English, Turkish, and Arabic

Visit: <http://www.globalimc.org/>

4th Global Islamic Marketing Conference: *Visionary Marketers Building a Better World*

Istanbul, Turkey

May 20 – 21, 2013

CALL FOR PAPERS

Submission Deadline: March 1st 2013

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 4th Global Islamic Marketing Conference (GIMC4) will be held on May 20 and 21, 2013 in the beautiful city of Istanbul and it is intended to gather academics, researchers, and businesses from all contents.

Since its inception, this annual conference has been the premier and leading conference on Islamic marketing where world thought leaders meet and shape the future. This year's conference will build on and extend the successes of the previous events and strengthen its position as the sole destination for the businesses and academics interested in Islamic Marketing including managers, policy makers, and practitioners.

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: 4,000 USD*
- *2nd Best Paper Research Award: 3,000 USD*
- *3rd Best Paper Research Award: 1,000 USD*

- *1st Best Student Paper Research Award: 1,000 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 4th 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.

<http://www.iimassociation.com/4th-global-islamic-mkt-con.php>

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.

The deadline for submission of papers is **March 1, 2013**. For further information please contact the Conference Chair – Dr Baker A. Alserhan or the Chair of the scientific committee Dr. Daphne Halkias. We also strongly encourage delegates to contact their country chairs for assistance and guidance on how to participate in the conference.

<http://www.iimassociation.com/4th-global-islamic-mkt-con-register.php>

Cancellation Policy

Payment Policy

- Payment is due in full at the time of registration and includes lunches, refreshments, dinner, and detailed conference materials.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.

Postponement and Substitution Policy

- You may substitute delegates at any time by providing reasonable advance notice to the organizers by email baker.alserhan@uaeu.ac.a
- For any cancellations received in writing not less than fourteen days (14) prior to the conference, you will receive a refund, less a \$100 administration fee. No credit will be issued for any cancellations occurring after that.
- In the event that the conference is cancelled for any reason, you will receive a full refund.
- In the event that the conference is postponed and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a full refund.
- Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, the conference program and the advertised speakers and/or topics

may be altered or modified. Any substitutions or alterations will be updated on our website as soon as possible.

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