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الهيئة العالمية للتسويق الإسلامي  
International Islamic Marketing Association

**Conference languages: English, Turkish, and Arabic**

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

**4<sup>th</sup> Global Islamic Marketing Conference: *Visionary Marketers Building a Better World***

***Istanbul, Turkey, May 20 – 21, 2013***

**CALL FOR PAPERS**

**Submission Deadline: March 1<sup>st</sup> 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.

- *1<sup>st</sup> Best Paper Research Award: 4,000 USD*
- *2<sup>nd</sup> Best Paper Research Award: 3,000 USD*
- *3<sup>rd</sup> Best Paper Research Award: 1,000 USD*
  
- *1<sup>st</sup> Best Student Paper Research Award: 1,000 USD*
- *2<sup>nd</sup> 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 2<sup>nd</sup> 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 4<sup>th</sup> 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

This conference invites papers and special session proposals that contribute to a better understanding of the Islamic marketing context through both theoretical and empirical perspectives. Topics include, but are not limited to, Islamic marketing, Islamic business, and Islamic economics. A more detailed list of the topics is shown below.

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Islamic Marketing Papers	Comparative Marketing Papers
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	<b>General Papers on Islam, Business, and the Middle East</b>
Halal market	Turkish Islamic Studies
Islamic hospitality and tourism	Islamic finance
Islamic logistics	Islam and business
Islamic e-market	Islamic HR
Islamic law and marketing practices	Islamic management and leadership
Trade with Islamic markets	Islamic entrepreneurship
Islamic media and communications	Social Entrepreneurship in Emerging Islamic Markets
Islamic retail	Social Innovation and Islamic Marketing
Islamic fashion and clothing	Islamic economics
Islamic pharmaceuticals, cosmetics and toiletry	Islamic business education

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### Guidelines for submitting manuscripts and special session proposals

All abstracts, papers, and special session proposals should follow the guidelines shown at the end of this document. Generally, papers should not exceed 20 pages in total length including all exhibits and references. On the cover, be sure to include the title of the paper, names and affiliations of each author and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number).

All manuscripts will be reviewed by a dedicated conference review committee. Upon acceptance, the author(s) agree to: (a) return the manuscript in correct format in a timely fashion to the conference coordinator; and (b) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference will **not** be published in the proceedings.

Special session/panel proposals should be submitted by e-mail as attached “word.doc” files to Dr Daphne Halkias, the Chair of the scientific committee or the Conference Chair, Dr Baker A. Alserhan. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality will be accepted for presentation.

## 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. The following is a list of the conference committee comprising the country chairs

## Arabic and Turkish

There will be a special tracks for papers submitted in the **Arabic** language

## Conference Committee

Conference Chair: Dr. Baker Ahmad Alserhan. [baker.alsershan@uaeu.ac.ae](mailto:baker.alsershan@uaeu.ac.ae)

Chair of the Scientific Committee: Dr. Daphne Halkias. [daphne\\_halkias@yahoo.com](mailto:daphne_halkias@yahoo.com)

## Country chairs

Indonesia, Malaysia, and Brunei: Dr. Tono Saksono. [tsaksono@uthm.edu.my](mailto:tsaksono@uthm.edu.my)

Turkey: Dr. Ozlem Sandikci. [sandikci@gmail.com](mailto:sandikci@gmail.com)

Turkey. Dr. Mumin Dayan. [Mdayan@uaeu.ac.ae](mailto:Mdayan@uaeu.ac.ae)

Egypt. Dr. Dalia Farrag. [dfarrag@gmail.com](mailto:dfarrag@gmail.com)

Egypt. Dr. Hamed Shamma. [shamma@aucegypt.edu](mailto:shamma@aucegypt.edu)

Poland. Dr. Matuesz Bonca. [mbonca@1to1.com](mailto:mbonca@1to1.com)

Canada. Hira Javed. [hirajaved10@gmail.com](mailto:hirajaved10@gmail.com)

Pakistan. Khurram Bukhari. [khurambukhari@bzu.edu.pk](mailto:khurambukhari@bzu.edu.pk)

Australia & New Zealand. Aisha & Zakaria Boulanouar. [200812928@uaeu.ac.ae](mailto:200812928@uaeu.ac.ae)

## What did they say about the 2<sup>nd</sup> Global Islamic Marketing Conference, Abu Dhabi, January 2012?

I want to express my heartfelt congratulation for one of the best organized and useful conferences I have attended in the past 25 years. I know you worked very hard for this outcome, and, believe me, it showed.

**Daphne Halkias, PhD.**

*Research Affiliate, Institute for the Social Sciences, Cornell University, New York, USA  
Affiliate, Institute of Coaching at McLean Hospital, Harvard Medical School, USA  
Editor, International Journal of Social Entrepreneurship and Innovation*

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I made a whole bunch of new friends and colleagues from all over the world and enjoyed the interesting and insightful sessions and discussions and above whole, this is the only conference that I attended that simply

"feels like home!" Thank you again and looking forward for a fruitful relationship with your respectful organization

**Dr. Dalia Abdel Rahman Farrag,**  
*The Arab Academy for Science, Technology & Maritime Transport Alexandria- Egypt*

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The conference was exceptional in terms of the preparations you and your great team had made. The diversity of participants, the planning of the programme and the presence of high profile speakers all were reflections of your credibility as a highly respected academic and the UAE University, as a prestigious institution. Your students were, in simple words, amazing. Their efforts resulted in making the conference a great experience for everybody.

**Dr. Aliakbar Jafari**  
*Deputy Director Postgraduate Programme Department of Marketing University of Strathclyde Business School*

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It was a wonderful and enlightening experience attending the 2nd Global Islamic Marketing Conference. Please accept my heartiest congratulations for so successfully organizing this event. The conference provided a wonderful platform for networking and meeting people of similar interest. I look forward to other such opportunities.

**Mrs. Faryal Salman (PhD. Scholar)**  
*Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Karachi, Pakistan*

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I would like to thank you for making the 2nd Global Islamic Marketing Conference such a worthwhile experience. It was a grand success! Your efforts in planning and organizing the conference have attracted a great deal of attention and praise. You did a fantastic job of keeping the conference moving. I would like also to thank your committee that did an outstanding job. Looking forward to present in the 3rd Global Islamic Marketing Conference.

**Dr. Roudaina Houjeir**  
*Higher Colleges of Technology Al Ain Women's College Business Department United Arab Emirates*

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It was indeed a pleasure to be a presenter at the 2nd Global Islamic Marketing Conference. It was a very well organized event. Congratulations to you and your team for organizing this event on such a large scale and thank you for all your hospitality. I look forward to be a delegate in the next conference also.

**Hameedah Sayani**  
*Lecturer, Business Studies Middlesex University Dubai Knowledge Village*

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I really want to thank you for giving us once again a fantastic conference. I enjoyed my time again & I'm hoping to come back again next year. God bless you & the rest of the GIMC team till next year.

**Dr. Rosa Elvira Rios,**  
*Kuwait Maastricht University*

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The conference was amazing and the papers presented were very interesting. I am so grateful for having the fantastic opportunity and experience of being part of it.

**Ramana Sheikh**  
*Nottingham Business School, Nottingham Trent University*

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I am so thankful to you for providing the first mile stone in my career development and for your great hospitality.

**Aysha Karamat Baig**  
Riphah International University, Faisalabad Campus, Pakistan

## **What did they say about the 1<sup>st</sup> Global Islamic Marketing Conference, Dubai, March 2011?**

*I have attended many conferences in Dubai and indeed spoken at many and this one was the best. Everybody who attended was very happy...Professor David Weir, Liverpool Hope University*

*Just a short note to say a warm "Thank You" for your kindness and great hospitality during our recent visit to Dubai and, of course, for making it is possible for me to participate in the history making conference. Future scholars of Islamic Marketing will look back on March 20-22, 2011 with envy and admiration. Professor Sergius Koku, Florida Atlantic Univ.*

*Congratulations for the grand success of maiden Global Islamic Marketing Conference and I express my sincere gratitude to you for the opportunity you have given me to participate and present my research work. Prof. Rajasekhara Mouly Potluri, MVR College of Engineering & Technology, Andhra Pradesh, India*

*It was a pleasure to be among so many marketers and I learnt so much. Thank you so much for bringing the east and the west together in this global Islamic marketing conference. Dr. Rosa E Rios, Australian College of Kuwait*

*I would like to thank you for the outstanding hospitality in Dubai. It was one of the best conferences that I have ever attended. Looking forward to meet you in the next coming year. I am so much excited about Islamic marketing as a new area of research. Dr. Maha Mourad, The American University in Cairo*

### ***Author Guidelines - English***

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1. A **title** of not more than eight words should be provided.
2. A brief **autobiographical note** should be supplied including:
  - Full name
  - Affiliation
  - E-mail address
  - Full international contact details
  - Brief professional biography.
3. Authors must supply a **structured abstract** set out under 4-6 sub-headings:
  - Purpose
  - Design/methodology/approach
  - Findings
  - Research limitations/implications
  - Originality/value.
4. Spacing. Double space and 2.5cm or 1" margins on all sides.

5. **References** to other publications must be in Harvard style.

Cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams **et al.**, 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

- **For books:** Surname, Initials (year), **Title of Book**, Publisher, Place of publication. e.g. Harrow, R. (2005), **No Place to Hide**, Simon & Schuster, New York, NY.
- **For book chapters:** Surname, Initials (year), "Chapter title", Editor's Surname, Initials, **Title of Book**, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), **Creating the Discipline of Knowledge Management**, Elsevier, New York, NY, pp. 15-20.
- **For journals:** Surname, Initials (year), "Title of article", **Journal Name**, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", **Journal of Consumer Marketing**, Vol. 22 No. 2, pp. 72-80.
- **For published conference proceedings:** Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), **Title of published proceeding which may include place and date(s) held**, Publisher, Place of publication, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in **Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007**, Springer-Verlag, Vienna, pp. 12-32.
- **For unpublished conference proceedings:** Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date). eg Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).
- **For working papers:** Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
- **For encyclopedia entries (with no author or editor):** **Title of Encyclopedia** (year) "Title of entry", volume, edition, **Title of Encyclopedia**, Publisher, Place of publication, pages. e.g. **Encyclopaedia Britannica** (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71.
- **For newspaper articles (authored):** Surname, Initials (year), "Article title", **Newspaper**, date, pages. e.g. Smith, A. (2008), "Money for old rope", **Daily News**, 21 January, pp. 1, 3-4.
- **For newspaper articles (non-authored):** **Newspaper** (year), "Article title", date, pages. e.g. **Daily News** (2008), "Small change", 2 February, p. 7.
- **For electronic sources:** if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed. e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007). Standalone URLs, i.e. without an author or date, should be included either within

parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).