

Conference languages: English, Turkish, and Arabic

Top Scholars, Big Awards, Many Journal Publications: we are the best marketing conference in the entire world and we can prove it. Join us, Be part of this success.

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

Istanbul, Turkey / May 29 – 30, 2013

CALL FOR PAPERS

Submission Deadline: April 1, 2013



Following the last three successful conferences organized by the International Islamic Marketing Association and held in March 2011 in Dubai, Jan 2012 in Abu Dhabi, and Dec 2012 in Cairo, we are pleased to announce that the 4th Global Islamic Marketing Conference (GIMC4) will be held on May 29 and 30, 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.

The venue for the 4th Global Islamic Marketing Conference is the [BEST WESTERN PLUS The President Hotel](#), a magnificent hotel that is located at the heart of the best touristic places in Istanbul Turkey where you will be only minutes away from the Blue Mosque, the Grand Bazar, Aya Sophia, and the Bosphorus.

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 and 3rd Global Islamic Marketing Conference which were held in January 2012 and December 2012 more than 50 papers were published in highly recognized international journals. We promise to keep our record and publish at least the same from the 4th Global Islamic Marketing Conference. The journals that are participating in May 2013 in Istanbul are:

- [International Journal of Teaching and Case Studies](#)
- [African Journal of Business and Economic Research](#)
- [Management Research Review](#)
- [International Journal of Social Entrepreneurship and Innovation](#)

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.

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	General Papers on Islam, Business, and the Middle East
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

Registration

Corporate rate: \$1200

Academic and employee: \$650

Students: \$400

Special Registration:

Groups: 5 or more get 20% discount

IIMA members and attendants of GIMC1 Dubai, GIMC2 Abu Dhabi, GIMC3 Cairo get 30% discount.

Attendants of [EMAC 2013](#) and [EBES 10th](#) get 30% discount

The deadline for submission of abstracts or full papers is **April 1, 2013**. For further information please contact the Conference Chair – Dr Baker A. Alserhan at welcome@iimassociation.co or the Chair of the scientific committee Dr. Daphne Halkias at daphne_halkias@yahoo.com . We also strongly encourage delegates to contact their country chairs for assistance and guidance on how to participate in the conference.

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.

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.alsershan@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.