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# **The 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON MARKETING IN THE CONNECTED AGE (MICA-2022)**

## **CALL FOR PAPERS**

**October 01<sup>st</sup>, 2022**  
*(On-Site and Virtual Conference)*

**Submission deadline:** June 30<sup>th</sup>, 2022

**Venue:** The University of Danang, University of Economics  
Danang City, Vietnam

**The University of Danang - University of Economics (DUE, Vietnam), London South Bank University (UK), Yokohama National University (Japan), National Economics University (Vietnam), University of Finance - Marketing (Vietnam), and Danang Young Entrepreneurs Association (Vietnam), are organizing *the 3<sup>rd</sup> International Conference on Marketing in the Connected Age (MICA-2022)*, to be held on **October 01<sup>st</sup>, 2022** in Danang City, Vietnam.**

To be created in 2016, MICA aims to be a unique point of convergence for researchers, world-leading experts, practitioners and policymakers in Marketing to meet, share and exchange their ideas. In close collaboration with national and international partners, MICA-2022 focuses on exploring the latest innovations, trends, prospects and concerns in the various fields of Marketing, especially digital marketing, given the unprecedented nature of the pandemic and the profound changes it is causing.

The theme of MICA-2022 is

**“Marketing in the New Normal: Leveraging Digital Powers”**

### **TOPICS**

MICA-2022 would like to invite scholars and practitioners to provide insights and contributions, presenting the finest advances in all areas of Marketing with papers that offer substantial theoretical, managerial, and social contributions (*English only*). Topics that the conference encourages to exchange and discuss include (*but are not limited to*):

- Emerging digital marketing approaches and trends;
- Digital marketing analytics;
- Characteristics and portraits of digital consumers;

- Changes in consumer behavior in Vietnam and the world in the new normal;
- Adaptation and transformation of marketing and business models in Vietnam and the world in the new normal;
- Opportunities and challenges for marketing activities of Vietnamese and international enterprises in the new normal;
- Opportunities and challenges for marketing education and marketing services in the new normal;
- The dark side of contemporary marketing practices;
- Marketing adaptation in the crisis context;
- Marketing for a better world such as sustainable marketing, ethical marketing, and social marketing.

### **SPECIAL SESSION**

In order to enhance the exchange of ideas between academics, practitioners, and policymakers, MICA-2022 will include special panel discussions on Vietnam and emerging markets. Speakers are established experts in the field, with diverse backgrounds in academia, industry, and policy-making. Furthermore, to promote an innovative marketing teaching and learning environment, MICA-2022 extends a special invitation to researchers who conduct research on marketing education.

### **KEYNOTE SPEAKER**



**Professor Babak Taheri**, *Professor of Marketing at Nottingham Trent University, UK.*

Prof. Babak has an established reputation in the marketing field with a specific reputation in marketing management, consumer behaviour and tourism, leisure and cultural consumption. He has published over 100 academic journal articles, a significant number of which are in 3\* and 4\* ABS-listed journals with high impact factors. He is the co-chairman of tourism marketing special interest group in Academy of Marketing, UK. He is Senior Editor for *Tourism Management Perspectives*, and Associate Editor of two journals: *The Service Industries Journal* and *International Journal of Contemporary Hospitality Management*.

### **PUBLICATION OPPORTUNITY**

In consultation with the Editors-in-Chief, authors of high-quality research papers will be invited to submit their manuscripts to a regular issue of ***Journal of Economic Studies*** (The University of Danang - University of Economics) and ***Journal of Science and Technology*** (The University of Danang) with fast track review.

Also, all accepted papers for MICA-2022 will be published in the conference **proceedings with an associated ISBN.**

#### **SELECTION COMMITTEE**

Antonio Lobo, *Swinburne University of Technology, Australia*  
Fumihiko Nakamura, *Yokohama National University, Japan*  
Gerard O'Donovan, *Munster Technological University, Ireland*  
Hai Le Tri, *Danang Young Entrepreneurs Association, Vietnam*  
Lan Huong Pham, *University of Economics - The University of Danang, Vietnam*  
Xuan Truong Nguyen, *University of Finance - Marketing, Vietnam*  
Ninh Nguyen, *Charles Darwin University, Australia*  
Pornlapas Suwannarat, *Maharakham University, Thailand*  
Emily Ngan Luong, *London South Bank University, U.K*  
Sharma Sushil, *Ball State University, USA*  
Thong Vu Huy, *National Economics University, Vietnam*  
Huy Le Van, *University of Economics - The University of Danang, Vietnam*

#### **CONFERENCE ORGANIZING COMMITTEE**

Chuong Pham Hong, *National Economics University, Vietnam*  
Fumihiko Nakamura, *Yokohama National University, Japan*  
Hai Le Tri, *Danang Young Entrepreneurs Association, Vietnam*  
Tien Dat Pham, *University of Finance - Marketing, Vietnam*  
Sarah Moore-Williams, *London South Bank University, U.K*  
Thuy Anh Vo, *University of Economics - The University of Danang, Vietnam*

#### **KEY DATES**

June 30<sup>th</sup>, 2022 : Submission deadline  
July 31<sup>st</sup>, 2022 : Notification of acceptance/rejection  
September 01<sup>st</sup>, 2022 : Registration deadline  
October 01<sup>st</sup>, 2022 : Conference event

All submissions must be in Word format under the required template, and be sent electronically via the Conference's website. Also, all submissions should report original, previously unpublished research results, experimental or theoretical, and will be peer-reviewed. MICA-2022 program will be available by September 20<sup>th</sup>, 2022.

#### **BEST PAPER AWARDS**

All papers will be considered for the Best Paper Award in Marketing.

#### **CONTACT FOR QUERIES**

Email: [mica@due.edu.vn](mailto:mica@due.edu.vn)

Tel: Conference Administrator: Assoc.Prof. Man Dang (+84 2363 950 475)  
Conference Program Committee: Dr. Trieu Khai Tran (+84 0904 001 710)  
Conference secretariat: Ms. Linh Ha (+84 2363 954 243)