



Call for Papers

Special Track for *Industrial Marketing Management*

'Global Perspectives in Business-to-Business Marketing'

“2020 Global Marketing Conference at Seoul”

Submission Deadline: January 15th, 2020

Selected papers from the submissions to the ‘Global Perspectives in Business-to-Business Marketing’ track of ‘2020 Global Marketing Conference at Seoul’ (Seoul, Republic of Korea, July 9th-12th, 2020) will be considered for possible publication in a regular issue of *Industrial Marketing Management*.

(<http://www.journals.elsevier.com/industrial-marketing-management/>)

All papers submitted to this special track must focus on ‘global perspectives in business-to-business marketing’. Theoretical, empirical and case based papers will be considered.

Please contact Professor C. Anthony Di Benedetto (Temple University) who is the chair of ‘Global Perspectives in Business-to-Business Marketing’ track of 2020 GMC at Seoul.

Track Chair: Professor C. Anthony Di Benedetto, Fox School of Business, Temple University, 523 Alter Hall (006-09), 1801 Liacouras Walk, Philadelphia, PA 19122 USA
anthony.dibenedetto@temple.edu Tel: +1-215-204-8147, Fax: +1-215-204-6237.

Submissions:

- Submission Deadline for Extended Abstract: January 15th, 2020
Please follow the submission guidelines of 2020 GMC at Seoul for the extended abstract.
- Full Paper Submission Deadline: Oct. 11th, 2020
- Please submit a single MSWord file to the above e-mail address.

For More Information:

Track Chair: anthony.dibenedetto@temple.edu

2020 Global Marketing Conference at Seoul: <https://2020gamma.imweb.me/>

E-mail: gammacentraloffice@gmail.com

