



FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION, "DUNAREA DE JOS"
UNIVERSITY OF GALATI, ROMANIA, IN COLLABORATION WITH PARIS SCHOOL OF
BUSINESS, FRANCE, AND UNIVERSITY CADI AYYAD'S RESEARCH LABORATORY "NEW
MANAGEMENT PRACTICES", MOROCCO

ORGANIZE

**THE 3RD EDITION OF
INTERNATIONAL
CONFERENCE ON
CUSTOMER EXPERIENCE
AND MARKETING
(ICCEM 2025)**

**6TH EDITION OF
INTERNATIONAL
MANAGEMENT
CONFERENCE
(CIM 2025)**



ADVANCING MARKETING and MANAGEMENT FRONTIERS

INTEGRATING INNOVATION AND CROSS-DISCIPLINARY
TECHNOLOGIES FOR FUTURE GROWTH



MAY 15 & 16
2025



BUCHAREST
ROMANIA



OVERVIEW

- Overview and general background
- Main conference' topics
- Keynote speakers
- Doctoral consortium
- Instructions for full paper submission
- Important dates & deadlines
- Registration fees
- Conference committees
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PREAMBLE

The **Faculty of Economics and Business Administration, “Dunarea de Jos” University of Galati, Romania** in partnership with **Paris School of Business, France** and **University Cadi Ayyad’s Research Laboratory New Management Practices “NPG”, Morocco** organize the **3rd Edition of International Conference on Customer Experience and Marketing (ICCEM 2025)** and the **6th Edition of International Management Conference (CIM 2025)** under the theme: **“Advancing Marketing and Management Frontiers: Integrating Innovation and Cross-Disciplinary Technologies for Future Growth”** in Bucharest, ROMANIA, on **MAY, 15 & 16, 2025**.

The ICCEM & CIM Conferences aim to create connections among researchers, business leaders, and public sector representatives to share knowledge, experiences and research findings across specialized and interdisciplinary fields.

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OVERVIEW AND GENERAL BACKGROUND

The rapid advances in technology are reshaping the landscape of business and society. This event aims to explore the profound impact of emerging technologies on different facets that shape our world, focusing on marketing strategies, management practices, business dynamics and societal transformations. While these advances bring many benefits, addressing ethical concerns, ensuring inclusivity and adapting to the changing landscape are essential to maximizing positive impacts.

The aim of this academic event is to bring together scholars, researchers, industry professionals, and policymakers to discuss and debate the effects of emerging technologies on businesses. In this conference, we seek to publish high-quality research articles that explore how emerging technologies shape the current and future trends of marketing practices, brands, companies and societies. Both theoretical and empirical research articles that discuss the managerial implications in depth are required.

We invite original research papers, case studies, and conceptual papers that contribute to a deeper understanding of how these emerging technologies are influencing and transforming the realms of marketing, management, finance, human resources, supply chain, information systems, etc. In the current context, we also emphasize the interdisciplinary nature of the topic by explicitly inviting researchers from a variety of disciplines to address, but not be limited to, the following topics:

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Conference Tracks:

- Cross-disciplinary platforms for experiential branding and marketing innovation
- Cross-disciplinary storytelling in marketing
- Cross-cultural challenges in delivering consistent digital customer experiences
- AI-driven content creation for marketing campaigns
- Extended reality (XR) marketing strategies to create hybrid brand experiences
- Neuromarketing technologies: Understanding consumer behavior through innovation
- Predictive analytics and its role in shaping marketing campaigns
- Cross-disciplinary approaches to carbon-neutral marketing campaigns
- Cross-border innovation and marketing initiatives
- AI-based hyper-personalization in marketing campaigns
- Immersive marketing through AR/VR
- The rise of AI self-learning systems: Implications for marketing and supply chains
- Geo-spatial technologies and location-based marketing strategies
- Integrating AI and human intelligence for future management
- Ethical approach to AI in management: Balancing personalization and privacy
- Hybrid leadership models: Balancing technology and human-centric approaches
- Cross-disciplinary technological solutions for AI-powered management decisions
- Fostering a culture of innovation in a multi-disciplinary environment
- AI-driven talent acquisition and retention strategies
- The role of gamification in employee engagement and training
- Redefining organizational structures with decentralized technologies

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- **Leveraging digital twins for personalized customer experiences**
- **The role of cross-disciplinary technologies in co-creating innovative business models**
- **Crowdsourcing innovation: New platforms for collaborative creativity**
- **Leadership, HRM and AI**
- **Cross-disciplinary collaboration - the cornerstone of innovation strategy**
- **Creative AI tools for rapid prototyping and product development**
- **Cognitive computing in leadership: Bridging analytics and intuition**
- **Human-digital partnerships: Redefining roles with robotic process automation**
- **Leveraging cross-disciplinary technologies for predictive workforce health and productivity**
- **AI-generated influencers: Opportunities and ethical considerations in branding**
- **Tech-enabled green entrepreneurship: Leveraging AI for eco-innovation**
- **Predictive analytics in cross-industry innovation ecosystems**
- **Cross-disciplinary technologies for entrepreneurship and market entry strategies**
- **Cross-disciplinary learning ecosystems for fostering innovative thinking**
- **The future of cross-disciplinary co-working spaces**
- **Integrating cross-disciplinary content in brand narratives**
- **Cross-disciplinary technologies for fostering open innovation**

As the list is not exhaustive, any paper proposal related to the central theme will be examined by the Scientific Committee. Empirical work will be particularly appreciated.

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KEYNOTE SPEAKERS

It is with great pleasure that we announce the inclusion of esteemed keynote speakers in our upcoming conference. These distinguished speakers are recognized in the fields of marketing and management.



Professor **Giampaolo VIGLIA** is a Marketing Professor at the University of Portsmouth and serves as Research Lead for the Marketing Subject Group. In addition to his role as Editor-in-Chief of Psychology & Marketing (ABS 3*), he is an Associate Editor for Annals of Tourism Research (ABS 4*) and Journal of Business Research (ABS 3*). His research focuses on consumer decision-making, pricing strategies, and services marketing, including tourism and hospitality.

He has published in top-tier journals such as Journal of the Academy of Marketing Science ; Journal of Retailing, and Journal of Service Research.

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KEYNOTE SPEAKERS



Cleopatra VELOUTSOU

Cleopatra VELOUTSOU is a Professor of Brand Management in the University of Glasgow Adam Smith Business School in the UK. She holds an MBA and was awarded a PhD from the Athens University of Economics and Business in Greece.

Her primary research interest is on Brand Management. Concerning the service to the research community, Cleopatra is one of the two Editors in Chief of the Journal of Product and Brand Management, an Associate Editor of the Journal of Business Research and she sits on the editorial board and has guest edited issues for a number of international academic journals.

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KEYNOTE SPEAKERS



Louis HAVRILIUC

Louis HAVRILIUC is Founder of Simbound, a Digital Marketing Simulation platform used in education by over 100 universities worldwide.

Louis is co-author of a book chapter and articles exploring innovative approaches of simulation-based experiential learning. His work focuses on topics such as leveraging the collective intelligence of online communities in serious games, enhancing decision-making credibility through learning analytics in serious games, and mitigating risks in managing online advertising campaigns through training with the Simbound simulation game.

We are honored to announce that His Excellency, the Ambassador of the Kingdom of Morocco to Romania, will deliver a keynote speech at this conference.

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DOCTORAL STUDENTS TRACK

PAPER STRUCTURE

Doctoral students in business and economics are invited to submit a proposal (10 pages maximum) or a poster. Submissions should include the following components:

- Topic
- Research objectives
- Issues addressed
- Theoretical framework
- Methodology or approach
- Anticipated findings or results
- References

INSTRUCTIONS FOR FULL PAPER SUBMISSION

The maximum number of characters is 45,000 (Tools / statistics / spaces included).

Paper Size -> 8 ½ x 11 inches (A4)

Margins -> 1 inch on each side

Spacing -> Single-spaced

Body manuscript -> Times New Roman 12, spacing before 6pt and after 0 pt, justified

Title 1: Times New Roman 14, bold and small capitals, spacing before and after 12 pt, center;

Title of the parts: maximum 3 levels to be numbered (1. 1.1, 1.1.1)

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Title 2: Times New Roman 14, bold, spacing before and after 12pt, left alignment;

Title 3: Times New Roman 12, bold and italic, spacing before and after 6 pt, left alignment;

Title 4: Times New Roman 12, italics, spacing before and after 6pt, left alignment.

Reference in the manuscript: APA Style

Bibliography: Include all references in alphabetical order at the end of the document.

IMPORTANT DATES & DEADLINES :

March 1, 2025: Extended Abstract Submission Deadline

March 15, 2025: Notification of Acceptance

April 1, 2025: Early Bird Registration Deadline

April 15, 2025: Paper Submission Deadline

May 1, 2025: Late Registration Deadline

May 15-16, 2025: Conference

Send your proposals in Word format, without authors' names, in either English or French, to the following e-mail address:

iccem.cim2025@gmail.com

Attach a separate document with the names of the co-authors and the contact details of the corresponding author.

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EVALUATION AND PUBLICATION OPPORTUNITIES

Submission Guidelines: Submissions will undergo a rigorous peer-review process, and accepted papers will be presented at the conference. The best papers will have the opportunity to be submitted to the journals in support of this event.

REGISTRATION FEES

PROFESSIONAL PRACTITIONERS AND BUSINESS COMMUNITY
(200 €)

FACULTY MEMBERS AND RESEARCHERS
(150 €)

DOCTORAL STUDENTS
(80 €)

THE REGISTRATION FEE COVERS ACCESS TO THE SESSIONS, DOCUMENTATION, COFFEE BREAKS AND LUNCHES.

TO PARTICIPATE TO GALA DINNER, AN ADDITIONAL FEE OF 70€ IS REQUIRED.

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