Topics of interest for submission include, but are not limited to:

Sustainable Marketing

Market Research

Changing Consumer

Strategic Marketing Management

Optimizing Digital Marketing

Marketing Communication Management

Strategic Business Sustainability

Marketing Channels

Ethical concerns in marketing and management

Food service marketing and management

Tourism marketing and management

Financial Institutional Marketing

Green Marketing

Healthcare Marketing

Data-Driven Marketing

Digital Services and innovative applications

Customer Journey Analytics

Social Media Marketing

Mobile Marketing

Digital Commerce

B2B & B2C Best Practices

The influencer marketing era

AI and Marketing