

LAST CALL FOR PAPERS

Conference theme:

“Marketing in Emerging Markets in the New Normal”

Dear colleagues,

Due to several requests we have received recently, we are pleased to invite you again to the eleventh **EMCB (Emerging Markets Conference Board)** conference, sponsored by several leading associations in the field of marketing (**ACR; AMA; AMS; AIB; EMAC; Sheth Foundation**, etc.). The conference will be held on **May 30-31, 2022** at the **School of Economics and Business, University of Ljubljana, Slovenia**. Participation can be **in person or remotely via Zoom**.

Not only do we offer the opportunity to present papers, but we have also attracted renowned scholars to join our panels. The **AMA panel** will feature Professors **Dhruv Grewal, V. Kumar (VK), Jagdish N. Sheth**, and **David W. Stewart**, along with **Aric Rindfleisch** as panel chair. The **AAA/EAA panel** consists of Professors **Jisu Huh** (Editor-in-Chief, Journal of Advertising), **Sara Rosengren** (President, EAA), **Sela Sar** (President, AAA), **Vesna Zabkar** (Information Manager/Webmaster, EAA) and will be chaired by **Charles R. Taylor** (Editor-in-Chief, International Journal of Advertising). The **EMAC panel** will include Professors **Tammo Bijmolt** (President, EMAC), **Elif Karaosmanoglu** (Vice President, EMAC) and **John Cadogan**, and will be chaired by **Maja Zalaznik**.

The deadline for submissions has already passed, but we have **extended the submission deadline for extended abstracts to May 10, 2022**.

For more information please visit <https://konference.ef.uni-lj.si/emcb2022/> or contact us at emcb2022@ef.uni-lj.si. You are also invited to follow our [Facebook page](#).

Sincerely,

Organizing Committee
EMCB Conference 2022
School of Economics and Business, University of Ljubljana