

# FIRST CALL FOR PAPERS

## 11<sup>th</sup> International CIRCLE Conference

[The College for International Retailing, Consumers, Leisure and  
Entrepreneurship]

Hosted by:  
The University of Manchester

23/26<sup>th</sup> April 2014

## Keynote



The International Conference has two goals. The first goal is to provide an international environment for different academic/professional approaches and discussions on recent development in all business fields including consumer behaviour and retailing theory/practice in a contemporary turbulent business arena.

The second goal is to provide the opportunity for young scholars, practitioners and PhD students to have their work validated and benchmarked within the benevolent academic and professional community of colleagues from different international contexts. The young scholars, studying for their PhD are invited also to their symposium and to meet with their supervisory team.

The conference engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national and international contexts for a range of service industries including events, fashion, finance, hospitality, leisure, marketing, retailing and tourism. All research activities/projects/conference proceedings are disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fuelling further academic study and debate in this important emerging research area.

From the University of Manchester website:

*The University of Manchester is home to twenty-five Nobel Prize winners who have worked or studied here. And more than nine out of ten of our graduates go straight into employment or continued studies.*

*The University of Manchester is ranked 40<sup>th</sup> in the world, seventh in Europe and fifth in the UK in the 2012 Shanghai Jiao Tong World Ranking.*

*What's more, the University is well underway with the biggest investment in facilities undertaken by any UK university, with £600 million spent so far and a further £1 billion to follow by 2022.*

For more information please visit: <http://www.manchester.ac.uk/aboutus/facts/>

The focus of the Conference will be on various aspects of contemporary political, economic, social and technological environment for international business practice(s) and their target market(s) with special emphasis on retailing, hospitality, tourism and events.

The Conference Tracks will cover the following areas:

- Change Management
- Corporate and Social Responsibility (CSR)
- Cross-Cultural Festivals
- Economic, Social, Technological, And Environmental Impacts
- Events Management
- Fashion – Marketing, Management, Retail, Buying and Merchandising
- Financial Management
- Globalisation in the service sector
- Innovative Practice And Methods In Marketing And Consumer Behaviour
- Marketing Communications And The Impact On Consumers
- Marketing Concepts And “Tools” Within The International Context For the service industries
- Quality And Service Operations
- Role Of Relationship Marketing
- Tourism

## **Abstract submission and Review Process**

Please send an **abstract** of no more than 300 words by Friday the 20<sup>th</sup> December 2013 to [gianpaolo.vignali@manchester.ac.uk](mailto:gianpaolo.vignali@manchester.ac.uk). Abstracts should clearly state the purpose, results and conclusions of the work to be described in the final paper. **Key words** (3-5) should be enclosed with the abstract. Please, provide full names, affiliations and up-to-date contact details (University/business address, e-mail).

Both abstracts and final papers will be double blind reviewed. Authors will receive abstract acceptance notice from the Organising Committee within two weeks of submission. Full papers should be submitted by Friday the 7<sup>th</sup> March 2014. Please refer to the following link for paper submission guidelines:

[http://www.ijmc.org/IJMC/Notes\\_to\\_Contributors.html](http://www.ijmc.org/IJMC/Notes_to_Contributors.html)

Only full papers presented will be eligible for publication in the conference journals.

**English is the official language of the International Conference for Consumer Behaviour and Retailing Research.**

### ***Submission format***

All abstracts and final papers should be submitted in English, checked for correct grammar and spelling, e-mailed to:

[Gianpaolo.vignali@manchester.ac.uk](mailto:Gianpaolo.vignali@manchester.ac.uk) in Microsoft Word format.

## Scientific Committee

Dr. Liz Barnes	University of Manchester, UK
Prof. Leo Dana	University of Montpellier, France
Dr. Antonio Feraco	Nanyang University, Singapore
Dr. Mirko Palic	Ekonomski Fakultet Zagrebu, Croatia, Editor IJSRM
Dr. Razaq Raj	Leeds Metropolitan University, UK
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Prof. Darko Tipuric	Ekonomski Fakultet Zagrebu, Croatia
Prof. Claudio Vignali	Vitez University, Bosnia and Herzegovina
Dr. Gianpaolo Vignali	University of Manchester, UK, Editor IJMC
Prof. Gary Warnaby	University of Manchester, UK

## Correspondence:

Gianpaolo Vignali Phd, MA, PG Cert HE, PG Dip., PG Cert, BSc (Hons)  
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## Registration fee:

£340 plus VAT (UK VAT is charged at 20%) sterling exclusive of transport and accommodation. This will include registration, Book of Abstracts with ISBN, Successfully presented papers will be published in the conference journals, coffee, lunches and the Gala diner.

## Programme

## Publication Opportunities

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) application for inclusion in the [Conference Proceedings Citation Index](#). has been submitted. This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers (presented in alphabetic order) will also be considered for publication in the following journals, Most journals are cited by:

Ebsco

Cabells

Cope accreditation and Scopus applied.

The journals of which are internationally ranked or/and ISI approval has been applied for:

**The British Food journal**

**The American journal of food product marketing**

**The International journal of Management Cases**

**The International journal of Sales, Retailing and Marketing**

**Journal of Enterprising Communities People places in the global economy**

**Business Excellence**

**The International Review of economics and Business**

**The international journal of Entrepreneurship and small business**

**The European journal of Tourism Hospitality and Recreation**

## **Other conference and pre-conference activities**

### **Research Project and Research Institute**

With this Research Workshop, The workshop is based on a selection of concrete research calls for which a consortium of members might apply as a result of this workshop. This represents a real additional value for members and conference participants. It will provide you with and discusses the following topics:

- Budgeting of Proposals
- Discussions on the new Virtual College
- General Key Success Criteria for Proposals
- Information on Current Projects and Changes of Funding Priorities
- Process and Timeline for Project Proposal Design (including Team Formation, Task Allocation and Milestones)
- Screening and Timely Selecting Projects based on the new Research institute initiatives

The workshop will be developed by a senior member of CIRCLE. Please, register for the workshop, sending an email to Dr Hans Ruediger Kaufmann [Kaufmann.r@unic.ac.cy](mailto:Kaufmann.r@unic.ac.cy)

### **Authors' Networking and Collaboration Workshop**

**This work shop will be developed by existing journal editors attending the conference and incorporate Meet the Editors Session**

At this session, taking place during the conference, all Journal Editors, Associate Editors or Guest Editors who participate at the Conference present their journal to the

Conference Participants. This also gives the opportunity to participants to network and meet with the editors and benefit from any publishing opportunities:

- Commonly writing journal papers and conference presentations
- Producing appropriate findings by undertaking collaborative research projects
- Promoting the use of citations

The exact time and location of the workshop will be announced in due course at the conference website. Please, register for the workshop, sending an email to

Dr. Razaq Raj [r.raj@leedsmet.ac.uk](mailto:r.raj@leedsmet.ac.uk)

## **Doctoral Seminars**

**A Specific session regarding the methodology aspects of the thesis submission will be presented by Dr. A. Kenyon. Please enroll direct wit Dr. Alexandra Kenyon [a.kenyon@leedsmet.ac.uk](mailto:a.kenyon@leedsmet.ac.uk)**

## **Doctoral Seminar on Marketing**

The Seminar relates to all facets of Marketing Science (i.e. Strategic Marketing- i.e. Growth and Competitive Strategies, Branding, Corporate and Behavioral Branding; Relationship Marketing; E-Marketing), International Marketing, Marketing Communications, Consumer Behavior and Consumerism, Social/Societal Marketing. Doctoral students will have the opportunity to get individual and detailed feedback on all stages of the PhD/DBA journey, presentations held as well as on intended future publications from peers, distinguished faculty and editors in an interactive and stimulating ambience cross-fertilizing ideas for future research and/or possible collaboration, networking and career development.

For more details, please, email Dr. Tahir Rashid [t.rashid@salford.ac.uk](mailto:t.rashid@salford.ac.uk)

## **AWARDS**

### **IJMC Best and Highly Commended Paper Awards**

Sponsored by the International Journal of Management Cases published by Access Press. A “Best Paper” and three “Highly Commended Paper” awards will be presented at the conference.

### **University of Manchester Best Reviewer Awards**

As part of the implementation of EMRBI goals and dedication to high quality reviews process, Best Reviewer Awards will be presented to 3-5 Reviewers whose reviews will be of high quality and clear contribution and will provide positive

recommendations for paper and research improvement to authors. The evaluation criteria for this award will be published in the conference website.

### **The Circle international Best Track Chair Award**

Best Track Chair Awards will be presented to 1-3 Track Chairs who will best manage the review process.

### **The UCLAN Junior Researcher Awards**

Junior researchers are invited to apply for the “Best Junior Researcher’s Paper” and three “Highly Commended Junior Researcher Paper” awards. Applicants should be currently employed as junior faculty, at a University or College, or hold a junior management position in the industry. Applicants should submit a full paper (the paper can be co-authored with a senior faculty member), to any of the conference tracks.

### **The University of Salford Student Awards**

Students are invited to apply for the “Best Student Paper” and three “Highly Commended Student Paper” awards. Applicants should currently be Postgraduate students (e.g. PhD, DBA, DProf, MBA, MA). Applicants should submit a full paper (the paper can be co-authored with a senior faculty member) to any of the conference tracks.

### **The University of Vitez Research Fellowship Award**

Participation in various activities of the conference are taken in consideration for awarding Research Fellowship Awards.