

**5th On /Off International Conference in Marketing Decision Making**  
University of Barcelona – Instituto Tecnológico Metropolitano – REDIMARKT  
Virtual event

**October 19–20, 2020**

The 5th On/Off International Conference in Marketing Decision Making is a multinational event that aims to disseminate research advances in the field of marketing. Its interdisciplinary focus makes it an opportunity for researchers, teachers, students, and members of the business sector to be informed about new advances in different fields related to strategies for better decision-making in marketing.

Created by the University of Barcelona, this year the conference will be held online on October 19 and 20 in collaboration with *Revista CEA* (published by Instituto Tecnológico Metropolitano in Colombia) and the International Network for Marketing and Tourism Research (REDIMARKT).

This is an invitation to the international academic and business community to participate as:

Live streaming attendee	Presenting author of extended abstract	Presenting author of paper
<ul style="list-style-type: none"> <li>*Access to all the sessions of the congress</li> <li>*Certificate of attendance</li> <li>*Digital access to the proceedings (extended abstracts) of the event</li> <li>*Participation in a networking event to develop joint research projects</li> </ul>	<ul style="list-style-type: none"> <li>*Live (or off-line) presentation</li> <li>*Certificate of attendance and presentation</li> <li>*The extended abstract (500 words) will be published in the proceedings of the event (with ISBN).</li> <li>*Participation in a networking event to develop joint research projects</li> </ul>	<ul style="list-style-type: none"> <li>*Peer review of the paper and submission to scientific publication</li> <li>*Live (or off-line) presentation</li> <li>*Certificate of attendance and presentation</li> <li>*The extended abstract (500 words) will be published in the proceedings of the event (with ISBN).</li> <li>*Participation in a networking event to develop joint research projects</li> </ul>
<b>Registration fee: 30 euros</b>	<b>Registration fee: 60 euros (student fee: 35 euros)</b>	<b>Registration fee: 60 euros (student fee: 35 euros)</b>

The Academic Committee will assess each contribution and email the authors to share their decision with relevant suggestions for its publication in the proceedings (applies to extended abstracts and papers).

**Topics**

E-commerce · Consumer behavior · Commercial distribution · Marketing education innovation · Branding · Public sector marketing · Industrial marketing · Social marketing · Commercialization · Pricing · Product · Sales promotion · Advertisement · Corporate social responsibility · Services · Simulation and modeling · Marketing in social networks · Information technologies · Tourism · Sales

Additionally, submissions on innovations in business and marketing education are also welcome.

The following are important dates to participate in the event:

<b>Important dates</b>	
Submission of extended abstract or paper: Extended abstract template: <a href="#">URL</a> Paper template: <a href="#">URL</a> Submit your extended abstract or paper <a href="#">here</a> .	September 30, 2020
Notification of peer-review evaluation	First notification: September 10, 2020 (for submissions received before August 20) .  Second notification: September 25, 2020 (for submission received between August 20 and September 10)  October 08, 2020 (for submission received between September 11 and September 30)
Deadline to submit the final versions of revised extended abstracts and papers	October 10, 2020
Deadline for the registration of presenting authors	October 10, 2020
Deadline for the registration of attendees	October 12, 2020
Main conference	October 19 and 20, 2020
Publication of the proceedings with the extended abstracts	December 15, 2020

### Submissions

Extended abstract template: [URL](#)

Paper template: [URL](#)

### Supporting publications

A selection of the submissions will be considered for publication in several outlets:

<http://www.ub.edu/grmark/mdm20/publications.html>

### Important notes

The submissions should be original and previously unpublished.

The student fee applies only to enrolled students who send proof of their status.

If you are a presenting author, you may choose to do the presentation in real time or off-line, that is, record the presentation prior to the event.