

2nd International Conference on Marketing –ICOM 2014

Colombo, Sri Lanka

25th–26th February 2014

The 2nd International conference on Marketing 2014, welcome papers / abstracts from scholars, academicians, researchers and professionals, those examine theories, strategies, challengers, core values and future trends in relating to marketing.

Interesting conference tracks are listed below for your reference only, and not limited to the following topics:

- â€¢ B2C and B2B marketing
- â€¢ Building strong brands and brand crisis
- â€¢ Integrated marketing communication strategy
- â€¢ International marketing and global marketing research
- â€¢ Social marketing and social media
- â€¢ Designing and managing services

Awards for best papers

â€¢ Best paper Award

â€¢ Best Presentation Awards

â€¢ Best student award / Local

â€¢ Best student award / International

Extended Abstract submission deadline: 31 October 2013

Abstract acceptance notification: Within two weeks

Early Bird Registration deadline : 30 November 2013

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<http://www.marketingconferences.co> Web address: