

FIRST CALL FOR PAPERS  
7th  
International Conference  
For Consumer Behaviour, Tourism and  
Retailing Research

Hosted by:  
Escola Superior de Hotelaria e Turismo do Estoril  
(ESHTE)  
(Estoril Higher Institute for Tourism and Hotel Studies)  
Estoril/ Lisbon  
Portugal

7<sup>th</sup> - 9<sup>th</sup> April 2010

The 7th (annual) International Conference for Consumer Behaviour and Retailing Research is organised by Centre for International Research in Consumers Location and their Environments (CIRCLE).

Web: <http://www.leedsmet.ac.uk/international/the/circle.htm>  
[www.ijmc.org.uk](http://www.ijmc.org.uk)

The Centre engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international Contexts for a range of service industries including events, 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.

Investigating international/global environment, the Centre is international itself – with the following partnering institutions: Leeds Metropolitan University (Tourism, Hospitality and Events, Faculty of Business and Law, Innovation North), Estoril Higher Institute for Tourism and Hotel Studies, Portugal; University of Nicosia, Cyprus; Zagreb School of Management, Croatia; University of Applied Sciences Albstadt/ Sigmaringen, Germany; The Graduate School of Business & Economics, University of Zagreb, Croatia; University of Applied Sciences Vorarlberg, Austria; King Fahd University of Petroleum & Minerals, Saudi Arabia; University of Canterbury, New Zealand; University of Applied Sciences Liechtenstein; University of Szczecin, Poland; University of Central Lancashire, UK; University of Gloucestershire, UK; University of Salford, UK; University of Rijeka, Croatia; University of Sarajevo, Bosnia; University of Calabria, Italy; University of Reggio, Italy; Business Academy Chalkida, Greece; University of Sapienza, Italy; University of Siena. The 6<sup>th</sup> conference saw the membership rise to over 70 universities with new members from Macedonia, Albania, Taiwan, India and Japan. With more participants/members and more partnering institutions joining the CIRCLE, the sustainable quality development and positive competition will be the catalysts of fruitful academic and professional co-operation in the field.

The 7<sup>th</sup> International Conference for Consumer Behaviour, Tourism and Retailing Research Conference has two goals. The first goal is to provide an international environment for different academic/professional approaches and discussions on recent development in consumer behaviour and retailing theory/practice in 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.

With more participants/members and more partnering institutions joining the CIRCLE, the sustainable quality development and positive competition will be the catalysts of fruitful academic and professional co-operation in the field.

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:

- Marketing Communications And The Impact On Consumers
- Innovative Practice And Methods In Marketing And Consumer Behaviour
- Role Of Relationship Marketing On Consumer Behaviour
- Marketing Concepts and “Tools” Within the International Context for Retailing, Hospitality and Tourism.
- Quality And Service Operations In Hospitality Management
- Changing Impacts Retailing Through Strategy, Marketing And Policy
- Inter-Cultural and Globalisation Aspects in Retailing, Hospitality and Tourism.
- Retailing And Merchandising For Local And International Organisations
- Sustainable Policy, Politics And Events
- Economic, Social, Technological, And Environmental Impacts
- The Pilgrimage Management And Religious Festivals
- Contemporary Cross-Cultural Festivals
- Costing And Pricing Strategies For Hospitality, Tourism And Events Organisations
- Enhancing Graduate Employability In Retailing, Events, Hospitality, And Tourism
- International Forum Of PhD Students: Work-In-Progress Challenges
- Fashion Marketing

There is also the symposium for PhD students. This year it will focus on

- *International forum of PhD students: work-in-progress challenges*
- *Meet editorial board members and discuss the opportunities for publication*

*There will be 2 sessions for Poster presentations for any participant*

## **Paper submission/Poster presentations and Review Process**

Please send an **abstract** of no more than 500 words by 26<sup>th</sup> **October 2009** to the Organising Committee. 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 to abstract. Please, provide full names, affiliations and up-to-date contact details (postal address, university/business address, e-mail, and telephone and fax numbers).

Both abstracts and final papers will be double blind reviewed. Authors will receive abstract acceptance notice from the Organising Committee by 23rd **November 2009** -

at latest. Full papers should be submitted by 25<sup>th</sup> **January 2010**. The following should be the correct format for the submission of abstracts and papers:

**English is the official language of the 7th 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, both a hard copy and e-mailed to [g.vignali@mmu.ac.uk](mailto:g.vignali@mmu.ac.uk) in Microsoft Word format.

### **PhD Students**

All participants in the status of PhD students will be contacted by **15<sup>th</sup> January 2009** and suggested to join the *International forum of PhD students: work-in-progress challenges* – informal moderated workshop on PhD planning, methodological choice and data collection. In addition PhD supervisors will be there to discuss the research process and offer some thoughts for best practice.

PhD students can also present at the conference. For those students who wish to present their work formally, at the conference, please follow the Paper Submission and Review Process that has been shown above

### **Scientific committee**

#### **Members:**

<b>Professor Claudio Vignali</b>	<b>Leeds Metropolitan University, UK</b>
<b>Razaq Raj</b>	<b>Leeds Metropolitan University, UK</b>
<b>Gianpaolo Vignali</b>	<b>Manchester Metropolitan University, UK</b>
<b>Professor Vitor Ambrosio</b>	<b>ESHTE, Portugal</b>
<b>Professor Carlos Brandão</b>	<b>ESHTE Portugal</b>
<b>Professor Isilda Leitão</b>	<b>ESHTE, Portugal</b>
<b>Professor Manuela Guerra</b>	<b>ESHTE, Portugal</b>
<b>Professor Raul Filipe</b>	<b>ESHTE, Portugal</b>
<b>Professor Fernando Moreira</b>	<b>ESHTE, Portugal</b>

#### **Correspondence:**

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**Senior Lecturer**  
**Consumer Behaviour**  
**Manchester Metropolitan University**

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**Registration fee:**

The fee will be £360[sterling] and this includes the proceedings, subscription to the IJMC, lunches, coffees and the Gala dinner. Two half day excursions.

PhD students will have a £100 discount.

Details of venue, accommodation and transport and extra activities will be sent out to all the participants nearer the time.

Details will be posted on the journal web page, the circle web page and the university web page late summer 2009