



Call for Papers
2019 EMAC & GAMMA Joint Symposium
Global Marketing Research in Sharing Economy
May 29th–31st, 2019
Hamburg, Germany



European Marketing Academy and Global Alliance of Marketing and Management Associations will hold '**2019 EMAC & GAMMA Joint Symposium: Global Marketing Research in Sharing Economy**' at the 48th European Marketing Academy Annual Conference which will be held in Hamburg, Germany, May 29th –31st, 2019.

Accepted papers will be published in the 2019 EMAC Annual Conference Proceedings after double blind review process. All accepted papers will be considered as candidates for a special issue of *Journal of Global Scholars of Marketing Science* and *Journal of Global Fashion Marketing* on 'Global Marketing Research in Sharing Economy'.

You are cordially invited to join '2019 EMAC & GAMMA Joint Symposium: Global Marketing Research in Sharing Economy'.

Topics: Marketing Research, Consumer Behavior, Global Marketing, Strategic Marketing, Marketing Management, New Media Marketing, Marketing Communication, Sharing Economy etc.

Submission Deadline: January 15th, 2019

Theme	Global Marketing Research in Sharing Economy
Co-Hosts	European Marketing Academy Global Alliance of Marketing and Management Associations
Organizer	Korean Scholars of Marketing Science
Partners	Korean Economy & Management Development Institute LOD: Life on DNA Co., Ltd.
Co-Chairs	Udo Wagner (University of Vienna), udo.wagner@univie.ac.at Juran Kim (Jeonju University), jrkim@jj.ac.kr
Date	May 29 th –31 st , 2019
Venue	University of Hamburg, Hamburg, Germany
Submission Deadline	January 15 th , 2019
Submission to	- Authors from European Countries: Professor Udo Wagner (University of Vienna) udo.wagner@univie.ac.at - Authors from countries except Europe: Professor Juran Kim (Jeonju University) gammacentraloffice@gmail.com
Submission Guidelines /Registration	EMAC 2019 Homepage (http://www.emac-2019.org/online-paper-submission/) GAMMA Homepage (http://gamma20.org/)
Special Issue	All of the accepted submissions will be considered as candidates for special issues of <i>Journal of Global Scholars of Marketing Science</i> and <i>Journal of Global Fashion Marketing</i> on Global Fashion Marketing on 'Global Marketing Research in Sharing Economy'.

For More Information:

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Central Office, Global Alliance of Marketing & Management Associations: <http://gamma20.org/>

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Journal of Global Scholars of Marketing Science (JGSMS): <http://www.tandfonline.com/rgam>

Journal of Global Fashion Marketing (JGFM): <http://www.tandfonline.com/rgfm>

Journal of Global Sport Management (JGSM): <http://www.tandfonline.com/rgsm>

Global Marketing Conference (GMC): <http://gammaconference.org/>

Global Fashion Management Conference (GFMC): <http://gammaconference.org/>

