

The Department of Economics and Management at the University of Pavia is proud to host CIMaR 2025 – the 32nd Annual Conference, Professional Development Workshop & Business Exchanges

CIMaR

May 19-21, 2025 Pavia, Italy

Consortium for International Marketing Research

Transformative Marketing: Driving business and societal change

Recent years have witnessed increasing disruptions and discontinuities to economies and societies, from technological advances to geopolitical tensions, heightened environmental awareness and rapidly changing customer behavior.

International marketing based on a deep understanding of evolving institutional set ups, customer needs, and technological trends across countries, can act as a driver of sustainable value creation and delivery.

Potential themes include, but are by no means limited to:

- What are transformative marketing approaches employed by international firms, and what is their outcome and impact?
- How does the development of transformative marketing approaches enable international firms to effectively address societal problems? Is there any tension with the firm's economic outcomes?
- What are relevant drivers of the international firm's transformative marketing approaches?
- Does marketing and international marketing itself need a transformation?

Key dates:

Deadline for paper submission: Jan 15, 2025
Acceptance notification: March 3, 2025



Scientific Committee

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