



The 4th INTERNATIONAL CONFERENCE ON MARKETING IN THE CONNECTED AGE (MICA-2024)

CALL FOR PAPERS

August 23rd, 2024
(On-Site and Virtual Conference)

Extended submission deadline: June 25th, 2024

Venue: The University of Danang, University of Economics
Danang City, Vietnam

The University of Danang - University of Economics (*DUE, Vietnam*), Darmstadt University of Applied Sciences (Germany), Gadjah Mada University (Indonesia), National University of Economics (Vietnam), and University of Finance & Marketing (Vietnam) are organizing *the 4th International Conference on Marketing in the Connected Age (MICA-2024)*, to be held on August 23rd, 2024, in Danang City, Vietnam.

Created in 2016, MICA aims to be a unique point of convergence for researchers, world leading experts, practitioners, and policymakers in marketing to meet, share and exchange ideas. In close collaboration with national and international partners, MICA2024 focuses on the responsibilities of marketing in leveraging technological advances in creating innovative and sustainable offerings that provide value for firms, consumers, and society.

The theme of MICA-2024 is

“Human-to-human Marketing: How Marketing Finds Meaning in a Hyperconnected World”

TOPICS

MICA-2024 would like to invite scholars and practitioners to provide insights into how marketing could find meaning in a hyperconnected world. Accelerated advances in technology have resulted in a hyperconnected world which is characterized as pervasive access to information and continuous multidimensional interconnection among humans and devices regardless of time and space. While the hyperconnected world presents

marketers with unprecedented opportunities to connect with customers, it has inadvertently created new challenges such as data privacy, social isolation, cybersecurity, and well-being deficit. The MICA-2024 conference invites submissions (**English only**) that discuss the state of marketing in a hyperconnected world as well as its responsibilities to create genuine human connections and sustainable value for customers, firms, and society. Topics that the conference encourages to exchange and discuss include (*but are not limited to*):

- Managing human experience as a marketing capability
- Branding in a hyperconnected world
- Hyperconnected consumer behavior
- Experiential marketing and digital customer experiences
- Business models, Digital Marketing models in a hyperconnected world
- The dark sides of hyperconnectivity
- Immersive technology and marketing
- Sustainable digital consumption and possession
- The interface of marketing, innovation, and entrepreneurship in a hyperconnected world
- The potential of hyperconnected social media
- Omnichannel Marketing and hyperconnectivity
- Computer-human interaction
- Social marketing in a hyperconnected world
- Hyperconnected Marketing education
- Service marketing in a hyperconnected world

KEYNOTE SPEAKER

Professor Ralf Schellhase, *Professor of Marketing at Darmstadt University of Applied Sciences, Germany.*



Prof. Schellhase has an established reputation in the marketing field with a focus on customer satisfaction and loyalty. He is a member of the Academy of Marketing Science, and the Society of Marketing Advances. He serves on the Editorial Review Board of the Journal of Marketing Channels, the Journal of Business Research, the Multimedia Educational Resource for Learning and Online Teaching (MERLOT), and the Marketing Education Review. He also acted as the Program Chair of the 2005 World Marketing Congress. Prof. Schellhase has published over 40 scientific and management-oriented articles in reputable national and international journals.



Dr. Widya Paramita, S.E., M.Sc., *majored in Management (Marketing) at Gadjah Mada University (UGM), Indonesia.*

Dr. Widya Paramita currently serves as the Editor-in-Chief of the *Journal of Indonesian Economy and Business* at Gadjah Mada University—the first business school in Indonesia to receive AACSB International Accreditation. She will deliver her keynote session titled "The Double-Edged Sword of the Internet in the Social Marketing Context" at MICA-2024. As a distinguished academic, Dr. Paramita has made substantial contributions to her field through numerous seminars and workshops focused on research, publication, and academic writing. She has authored over 47 papers published in prestigious journals, including the *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Marketing Letters*, and the *European Journal of Marketing* among others.

SPECIAL SESSION

To enhance the exchange of ideas between academics, practitioners, and policymakers, MICA-2024 will include special panel discussions focusing on Vietnam and emerging markets. Speakers are established experts in the field, with diverse backgrounds in academia, industry, and policymaking. Furthermore, to promote an innovative marketing teaching and learning environment, MICA-2024 extends a special invitation to researchers who conduct research on marketing education and consumer behavior in a hyperconnected world.

PUBLICATION OPPORTUNITY

In consultation with the Editors-in-Chief, authors of high-quality research papers will be invited to submit their manuscripts to a regular issue of ***Journal of Indonesian Economy and Business*** (Gadjah Mada University, Q3 Scopus-indexed journal), ***Journal of Economic Studies*** (The University of Danang - University of Economics) and ***Journal of Science and Technology*** (The University of Danang, ACI) with fast-track review. Also, all accepted papers for MICA-2024 shall be presented at conference parallel sessions and will be published in the conference proceedings with an associated ISBN.

SELECTION COMMITTEE

Antonio Lobo, *Swinburne University of Technology, Australia*

Gerard O'Donovan, *Munster Technological University, Ireland*

Huy Thong Vu, *National Economics University, Vietnam*

Khue Thu Ngo, *The University of Danang - University of Economics, Vietnam*

Ninh Nguyen, *RMIT University, Australia*

Pornlapas Suwannarat, *Kasetsart University, Thailand*
Ralf Schellhase, *Darmstadt University of Applied Sciences, Germany*
Sharma Sushil, *Ball State University, USA*
Trung Bao, *University of Finance - Marketing, Vietnam*

CONFERENCE ORGANIZING COMMITTEE

Thanh Hieu Nguyen, *National Economics University, Vietnam*
Tien Dat Pham, *University of Finance - Marketing, Vietnam*
Thuy Anh Vo, *University of Economics - The University of Danang, Vietnam*

KEY DATES

June 25th, 2024 : Submission deadline
July 15th, 2024 : Notification of acceptance/rejection
July 23rd, 2024 : Registration deadline
August 23rd, 2024 : Conference event

All submissions must be in Word format under the required template and be sent electronically via the Conference's email (mica@due.edu.vn) by no later than **25th June 2024**. Additionally, all submissions should report original, previously unpublished empirical or theoretical research results and will be peer reviewed. MICA-2024 program will be available by August 16th 2024, at the website due.udn.vn/mica.

BEST PAPER AWARDS

All papers will be considered for the Best Paper Award.

REGISTRATION

See below for more details on fees:

From Vietnam	
Academic Staff	VND 1,500,000
Students and Academic Staff from MICA Co-organizers	VND 1,000,000
From overseas	
Academic Staff	US\$100
PhD Students and Academic Staff from MICA Co-organizers	US\$50

Registration fee includes the abstract book and other conference materials. It also includes welcome reception and coffee breaks during the conference. Accommodation is not included.

CONTACT FOR QUERIES

Email: mica@due.edu.vn

Tel: Conference Administrator: Dr. Nguyen Bui (+84 789 400 389)
Conference Program Committee: Dr. Truong Tran Tram Anh (+84 934904507)
Conference secretariat: Ms. Linh Ha (+84 2363 954 243)