

EMAC 2022
13th regional
conference

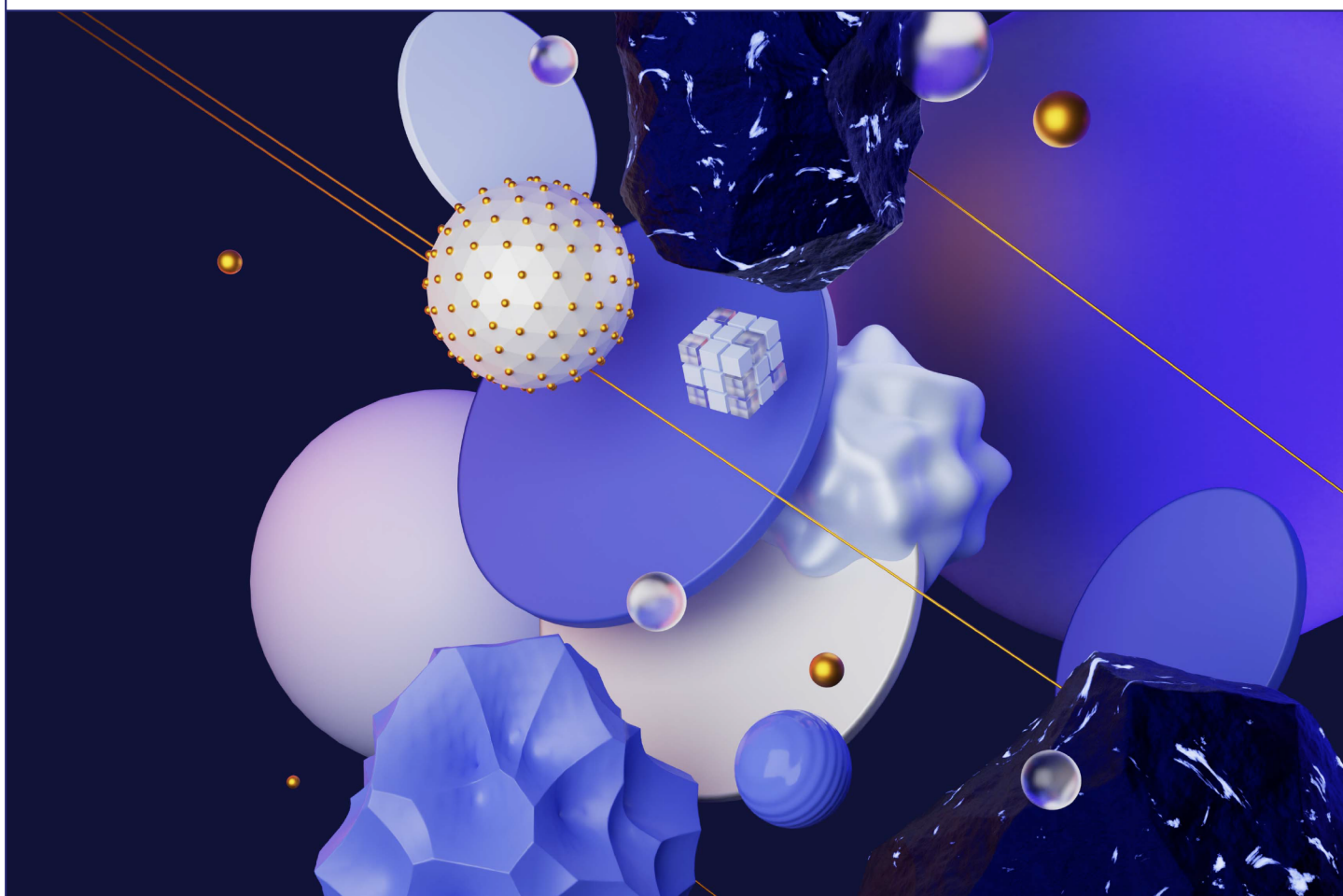


Reshaping Consumer Centred Marketing

“I Want it All and I Want it Now” *

21-23 September 2022
Kaunas, Lithuania

Kaunas University of Technology
School of Economics and Business



* Queen, “I Want It All”

emacregional2022.ktu.edu

WHY YOU SHOULD ATTEND EMAC REGIONAL CONFERENCE 2022

Publication opportunities

- I [Organizations and Markets in Emerging Economies Special Issue](#) (Academic Journal Guide 2021 (ABS), Scopus, Web of Science Core Collection: Emerging Sources Citation Index)
- I [Proceedings of the European Marketing Academy](#)

Professional development

- I Pre-conference Early-Stage Researcher Symposium
- I Academic and practitioner keynote speakers
- I Workshops

Networking

- I Welcome reception
- I Gala dinner
- I Meet the Editors Session

Discovering new location and broadening your horizon

- I [Explore Kaunas – European Capital of Culture 2022](#)

PROGRAM

21 September, Wednesday

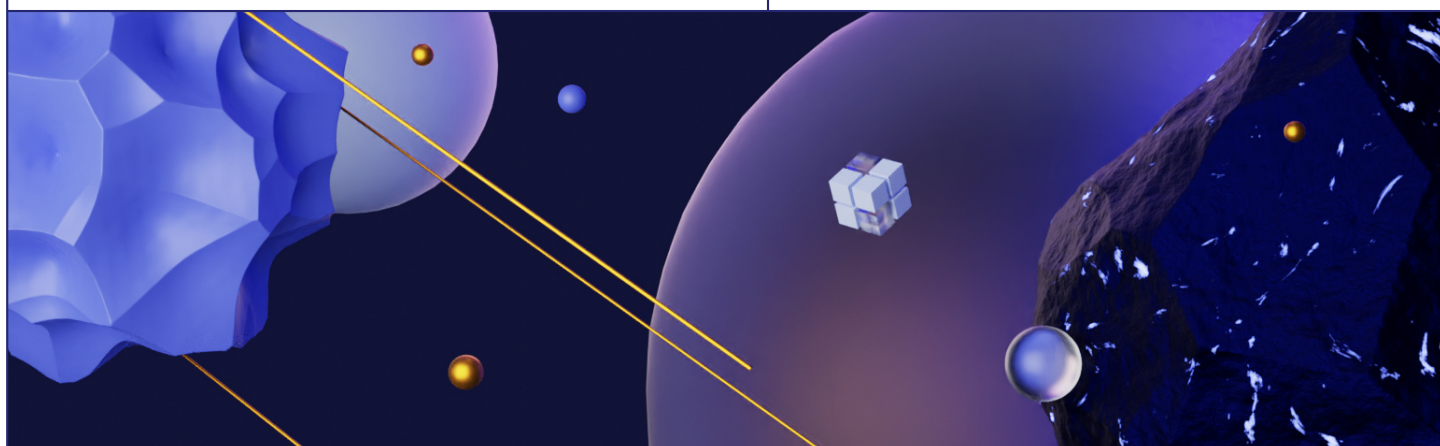
- 13:00 – 18:30 Pre-conference 3rd Early-Stage Researcher Symposium
- 19:30 – 22:00 Welcome Reception

22 September, Thursday

- 9:00 – 12:30 Conference Opening and Plenary Sessions
- 12:30 – 13:30 Lunch
- 13:30 – 15:30 Parallel Sessions
- 15:30 – 16:00 Coffee break
- 16:00 - 18.00 Parallel Sessions
- 19:30 – 23:00 Gala Dinner

23 September, Friday

- 09:00 – 10:00 Meet the Editors Session
- 10:00 – 10:30 Coffee break
- 10:30 – 12:30 Parallel Sessions & Poster Session
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 Parallel Sessions
- 15:00 – 16:00 Conference Closing & Presentation of the EMAC Regional Conference 2023
- 17:30 – 19:00 Social Events (Optional): Guided Tours



PAPER SUBMISSION DEADLINE

25 April 2022 (Midnight CET)

EARLY BIRD REGISTRATION DEADLINE

8 August 2022

REGULAR REGISTRATION DEADLINE

5 September 2022

CONFERENCE DATES

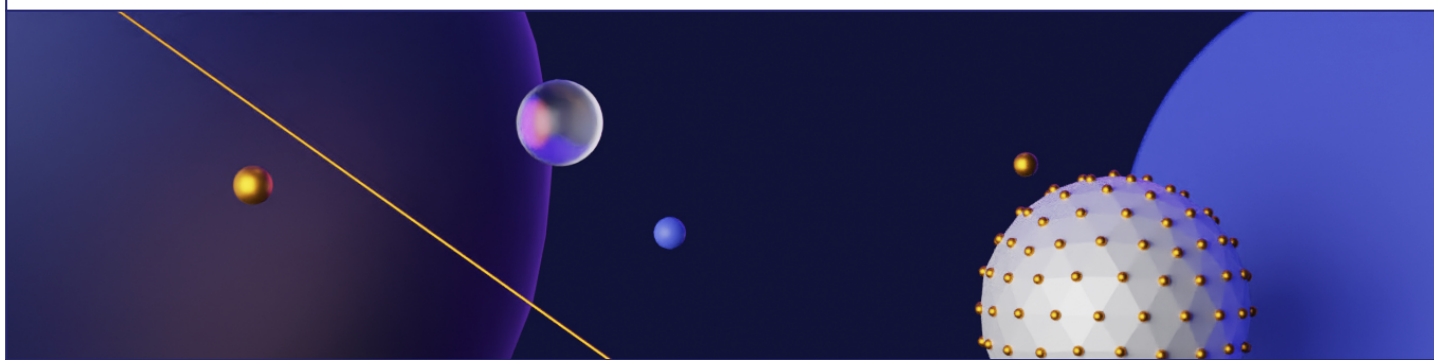
21-23 September 2022

CONFERENCE FEES

I Early bird: 400 €

I Regular: 440 €

The conference fee includes the EMAC Membership fee for 2023 (125 €)



Conference organiser



Established in 1922, Kaunas University of Technology is one of the largest technological universities in the Baltics.



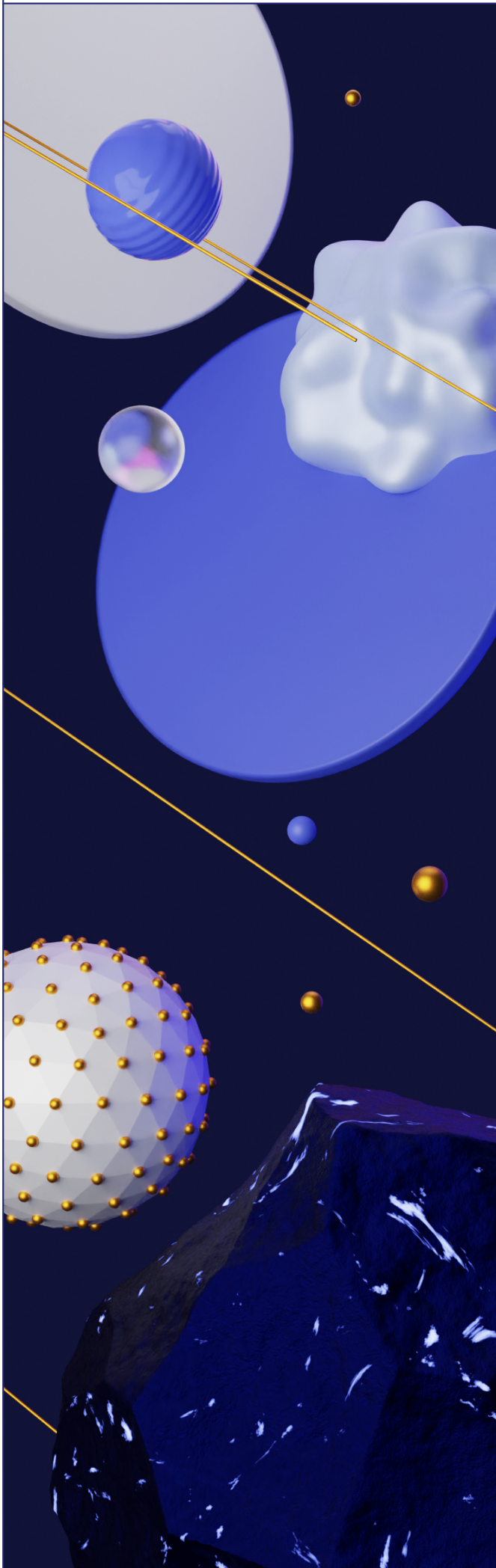
School of Economics and Business. Three palms from Eduniversal (International business schools rankings, 2015) and listed among the 700 best business schools in the world.

Partner



**Faculty of Economics
and Business
Administration**

Vilnius University, Faculty of Economics and
Business Administration, Marketing Department



LOCATION: KAUNAS

- I [Kaunas is the second-largest city in Lithuania](#)
- I A city of young people with over 35,000 studying at one of the seven universities here
- I [Kaunas was chosen as the European Capital of Culture 2022](#)
- I It has numerous extant buildings in Bauhaus-style
- I In 2015, Kaunas was awarded a [European Heritage Label](#)
- I Kaunas is the first city in Central and Eastern Europe to be named a [Unesco design city for its inter-war architecture](#)
- I Currently, it seeks to be included in [UNESCO WORLD Heritage List](#) for its modernist architecture
- I [City is known for its street art](#)
- I As the European Capital of Culture, Kaunas will host over 365 art and culture events and the unique international exhibition "Modernism 360/365". Find out more at kaunas2022.eu

CONTACTS

Please get in touch with the organizing committee with any concerns about the conference program, venue, or accommodation:

emac2022regional@ktu.edu

For questions about paper submission, reviewer registration, conference registration and conference fee payment, please contact Anne-Laure Marteaux:

anne-laure.marteaux@eiasm.be

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