

Advancing Marketing and Tourism in the Digital Economy

2018 MAG Scholar Conference

in Business, Marketing and Tourism



Hilton Kuching, Sarawak, Malaysia
22-25 June 2018

Hosted by Sarawak Research Society (SRS)

Organized by

MAG Scholar®

Marketing in Asia Group

www.magscholar.com

Conference Directors

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Find us on:

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For registration and more information:

<http://www.magscholar.com/>

<http://www.sarawakresearchsociety.org>

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Sponsoring Journal

Asian Journal of Business Research, British Food Journal, International Journal of Business & Society, Asia Pacific Journal of Marketing and Logistics and more (to be confirmed soon)

Important Date

Submission of Abstract/Full Paper: March 5, 2018

Registration Fee

(For Malaysian and Asian Delegates)

22 June Marketing Analytics Workshop: MYR500

22 June Research Methods Workshop: MYR500

23-24 June 2-Day Conference

Registration (before May 14): MYR1,200

Registration (after May 14): MYR1,400

25 June Cultural Immersion Tour: MYR400

Workshop Registration: including workshop materials, coffee/tea breaks, lunches & certificate

Conference Registration: including conference materials, coffee/tea breaks, lunches, one gala dinner, certificate & goodies bag

Excursion Registration: including transportation, entrance tickets, and lunch

Refund Policy: 75% refund of registration fee before May 14; no refund after May 14.

Call for Papers

Submission Deadline March 5, 2018

We would like to invite you to attend this international conference, a meeting of minds on Advancing Marketing and Tourism in the Digital Economy in Kuching, the City of Unity on the island of Borneo. All accepted papers will be published in the MAGScholar online proceedings with an ISBN, and submitted for possible inclusion in Conference Proceedings Citation Index (CPCI). A selection of conference papers will also be considered for awards and publication in the indexed journals. We welcome you to join us and share with us your research, as well as network with the delegates from all over the world. For further inquiries, please contact Dr. Hiram Ting at hiramparousia@gmail.com.

Research Topic Themes:

- Marketing Sciences
 - Theoretical Development of Marketing
 - Systematic Review and Meta Analysis
 - Methodological Advancement in Marketing Research
- Marketing Trends and Practices
 - Social Marketing, Services Marketing
 - Marketing Strategies and Consumer Behaviour
 - Sustainable/Environmental/Green Marketing
- Business Strategy and Communication
 - International Business
 - Communication: B2B, B2C
 - Advertising, Sales Promotion, PR, Direct Marketing
 - Supply Chain and Logistics Management
 - Management: Strategy, Human Resources, Organizational Behaviour
- Tourism Management
 - Touring Behaviour and Experience
 - Destination Tourism and Image
 - Festival, Food, Sport, Cultural, Heritage, Medical, Recreational Tourism
 - Tourism Economics and Sustainability
 - Cross-border Tourism Development
- Dynamics of Digital Technology in Marketing and Tourism
 - The Impact of Technology on Global Business
 - The Use of Big Data and Digital Technology in Business
 - Current Issues in Marketing and Tourism

Other related papers will be considered.

Full information of the conference, packages and rates, and submission details will be made available on the websites of MAG Scholar and SRS.

