



# SSIM 2024

## SUMMER SEMINAR IN MARKETING

### Conference Dates

**28 April 2024**

Deadline for extended abstracts (300-500 words)  
Rolling review with decisions within two weeks of submission

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**30 May 2024**

Final conference program and timetable publication

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**12-13 June 2024**

**Hybrid Summer Seminar in Marketing**

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**31 August 2024**

Deadline for Full Paper Submission

# SSIM 2024

## International Conference on Marketing and Consumer Behaviour: Current Challenges

The purpose of the conference is to create opportunities for scholars and researchers from all over the world to share their research and perspectives on current developments and challenges in marketing and consumer behaviour. The conference aims to become a forum for scientific discussion as well as a platform to share your research.

All abstracts of accepted papers will be published in "Proceedings of the Summer Seminar in Marketing 2024". Best papers will be published in the **Journal of Marketing and Consumer Behaviour in Emerging Markets** (open access journal (ISSN 2449-6634), indexed in ECONPAPERS, IDEAS/RePEC, BazEkon, CEJSH, ERIH+ and DOAJ, listed by the Polish Ministry of Education and Science - 40 points).

Conference is **free of charge** and will be hold in person and on-line via ZOOM.

### Conference Organization Committee

▼ **Katarzyna Dziewanowska, PhD**

Faculty of Management,  
University of Warsaw

▼ **Agnieszka Kacprzak, PhD**

Faculty of Management,  
University of Warsaw

▼ **Klaudia Macias, MA**

Faculty of Management,  
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▼ **Małgorzata Szwed, MA**

Faculty of Management,  
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▼ **Julia Witeńska, MA**

Faculty of Management,  
University of Warsaw

▼ **Mateusz Kiljańczyk, BA**

Faculty of Management,  
University of Warsaw

### About Faculty of Management, University of Warsaw

The University of Warsaw was established in 1816 and nowadays is Poland's largest and best university. The Faculty of Management, established in 1972, is the oldest management school in Central and Eastern Europe. It offers various programmes at bachelor, master and doctoral level to almost 6,000 students. The high quality of teaching and research is confirmed by the "A" research category awarded by the Polish Ministry of Science and Higher Education and international rankings (Eduniversal). The Faculty of Management is also EQUIS and AMBA accredited.



### About Warsaw

Warsaw is the capital and largest city in Poland with a population of 1.8 million people. It is modern, lively and vibrant accommodating many businesses, cultural institutions, governmental agencies and a large student population. The city offers something for everyone – from history, art, music to sport and a great choice of places to eat.

To find out more, please visit:  
<https://warsawtour.pl/en/main-page/>

**Conference Contact**  
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