



Macedonian Marketing Association „MARKETING“ - Skopje
mzmarketing.org.mk



International Slavic University "G. R. Derzhavin" – Sveti Nikole
msu.edu.mk/

SECOND CALL

FOR

NINTH INTERNATIONAL SCIENTIFIC CONFERENCE (ISCMMA'22)

***THE DIGITALISATION OF SOCIETY
- NEW MARKETING CHALLENGES -***



Skopje, April, 2022

We are pleased to invite you to participate in **the NINTH INTERNATIONAL SCIENTIFIC CONFERENCE (ISCMMA'22)**, which will be hosted by Macedonian Marketing Association **MARKETING - Skopje**, in a cooperation with the International Slavic University "G. R. Derzhavin" - Sveti Nikole – Bitola

The main topic will be:

***THE DIGITALISATION OF SOCIETY
- NEW MARKETING CHALLENGES -***

This conference will be from theoretical and applied economics.

The conference will bring together domestic and international scientific and research experts from valuable universities and the industry.

The Conference will take place on 28 April 2022 (Thursday), 11 am in Skopje by **Videoconferencing – Online**. If possible, the conference will be held with the physical presence of the participants.

- **Paper Submission Deadline: 20 April 2022.**

Due to the international character of the Journal, please submit your papers in English.

Please feel free to contact us via e-mail: aleksa.stamenkovski@gmail.com

THE WORKING LANGUAGES OF THE CONFERENCE WILL BE:

Macedonian, Serbian, Croatian and English.

REGISTRATION FEE

60 € for each research paper of one or more authors.

Participants' papers will be published in the proceedings of the Macedonian Marketing Association **MARKETING - Skopje, registered in the EBSCO International Research Database.**

**Macedonian Marketing Association
„MARKETING“ - Skopje
PRESIDENT
Prof. d-r Aleksa Stamenkovski**