



Athens Institute for Education and Research

A World Association of Academics and Researchers

9th Annual International Colloquium on Branding 26-29 July 2021, Athens, Greece

ATINER, will hold its 9th Annual International Colloquium on Branding, 26-29 July 2021, Athens, Greece sponsored by the [Athens Journal of Business & Economics](#). Academics and researchers are invited to present the results of their scientific work by presenting a paper and contribute to a discussion on the current and future developments in branding research. You may participate as panel organizer, presenter of one paper, chair a session or observer. Please submit an abstract (email only) to: atiner@atiner.gr, using the abstract submission form (<https://www.atiner.gr/2021/FORM-BRA.doc>).

Important Dates

- **Abstract Submission:** 29 March 2021
- **Acceptance of Abstract:** 4 Weeks after Submission
- **Submission of Paper:** 28 June 2021

Academic Member Responsible for the Conference

- **Dr. Cleopatra Veloutsou**, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow, U.K.

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
 - Athens Sightseeing: Old and New-An Educational Urban Walk
 - Social Dinner
 - Mycenae Visit
 - Exploration of the Aegean Islands
 - Delphi Visit
 - Ancient Corinth and Cape Sounion

More information can be found here: <https://www.atiner.gr/social-program>

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/fees>

