



Athens Institute for Education and Research

A World Association of Academics and Researchers

19th Annual International Conference on Marketing 28-30 June & 1 July 2021, Athens, Greece

The [Marketing Unit](#) of ATINER will hold its 18th Annual International Conference on Marketing, 28-30 June & 1 July 2021, Athens, Greece sponsored by the [Athens Journal of Business & Economics](#). The conference is organized in parallel with the other conferences of the Business & Law Division of ATINER. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2021/FORM-MKT.doc>).

Important Dates

- Abstract Submission: **1 March 2021**
- Acceptance of Abstract: 4 Weeks after Submission
- Full Papers: **31 May 2021**

Academic Members Responsible for the Conference

- **Dr. Cleopatra Veloutsou**, Head, [Marketing Unit](#), ATINER & Professor of Brand Management, University of Glasgow.

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>

