

ORGANIZES

THE 8TH INTERNATIONAL CONFERENCE OF THE
MOROCCAN ASSOCIATION OF MARKETING,
MARRAKECH, **October 26 & 27, 2023**

CALL FOR PAPERS

**“DATA MODELING APPROACHES APPLIED TO
MARKETING AND MANAGEMENT”**

PARTNERS



PRESENTATION & CONFERENCE SCOPE

The field of marketing and management has undergone immense changes over the past decade. These dynamic changes are driving an increasing need for **data modeling**.

Data modeling is the process of creating a visual representation or plan that defines the information collection and management systems of any organization. This data model helps different stakeholders, such as data analysts, data scientists and engineers to create a unified view of the organization's data.

Today, organizations collect a large amount of data from many sources. However, raw data is not enough. Data needs to be analyzed to gain actionable insights to make profitable business decisions. Accurate data analysis requires efficient data collection, storage and processing. There are many database technologies and data processing tools, and different data sets which require different tools for effective analysis. It's the role of data modeling.

Data modeling helps decision makers to design a data model before building their organization's database solutions. It provides the following benefits:

- Reduced errors during database software development;
- Speed and efficiency of database design and creation;
- Consistency of data documentation and system design across the organization;
- Simplified communication between data engineers and business intelligence teams;

Typically, business analysts and stakeholders create the conceptual model. It is a simple schematic representation that does not follow the formal rules of data modeling. The important thing is that it helps technical and non-technical stakeholders share a common vision and agree on the purpose, scope and design of their data project.

Data Management

Data management is about managing the data of an enterprise. Well-managed data can increase the productivity and overall performance of a company.

The main objective of data management is to use data efficiently to make it a strategic asset for a company. It must then set up IT devices, without forgetting the

standards of information management. It is then important to have an efficient management tool, notably a Data Management Platform, so that the data is accessible and reliable.

A company has to manage a large amount of data that data management analyzes and exploits to get the best out of it. Data management gives a structured and strategic vision of the data that goes into the functioning of a company. A good system will transform this raw information with the aim of :

- increase productivity;
- Improve marketing campaigns;
- Reduce costs;
- optimize the global performance of the company.

It is therefore essential that the data used is of high quality and secure.

Data management also requires the creation of a reference datawarehouse to manage it in a single point. Whether it is data on customers, resources or products, this data gathers strategic information that will have an impact on the company's development.

Data management therefore presents the company with several challenges. First of all, it must manage volumes of data that are often impressive. It must not continue to store its data in silos. It can encounter difficulties in transforming unstructured data into structured data. Finally, corporate culture is essential in data management, as teams must understand the value of collecting and maintaining this information.

Data management encompasses 11 data-related areas:

1. Governance,
2. Architecture,
3. Modeling,
4. Storage,
5. Security,
6. Integration,
7. Unstructured data,
8. Reference data,
9. The data warehouse and analysis,
10. Metadata,

11. Data quality.

Data Modeling in Marketing

Data marketing, marketing analytics or marketing data analysis is about using and studying data related to marketing activities. It's used to judge the success of previous campaigns in terms of ROI, conversions, customer behavior and preferences, and organic traffic. By analyzing data from previous campaigns using marketing analytics, marketing departments should be able to draw patterns or trends to improve marketing activities, resource allocation and campaign planning.

Marketing data analysis is typically built around three components: analysis of the present, study of the past, and predictions for the future.

- Analysis of the present: Marketers need to analyze data from current campaigns and activities to get a clear picture of the status of marketing activities and compare them to previous campaigns. They do this by focusing on web traffic and sources, social media engagement and clicks, as well as current sales pipeline status and revenue metrics.

- Looking back: Marketing departments also rely on statistical reports at the end of campaigns, focusing on information such as lead conversions, customer lifetime value, and attrition rates in the sales funnel.

- Forecasting for the future: Finally, marketing departments rely on data analysis to plan successful marketing activities. They focus on lead scoring, targeted content delivery, up-sell success, etc., using datasets, modeling and artificial intelligence technologies.

However, marketing departments can take any number of actions from Data marketing such as:

- Incorporate keywords: Marketers can use data analytics software to identify specific words or phrases to optimize to boost organic traffic through web searches.

- Replicate successful campaigns: Social media data analysis (there are often basic versions built into each platform) can provide marketing departments with a good idea of the type of content or topics that resonate with followers and drive traffic to the website or newsletter subscriptions. Marketers can then increase this type of content to drive traffic.

- Interact with new markets: Marketing departments can interact with a new market segment or launch a campaign that targets a different demographic if data analysis shows there are potential customers in that segment.

- Optimize CRM: Marketers can address customer relationship management (CRM) bottlenecks, as platforms incorporate data to assess the conversion tunnel and attrition rate.

- Adjust product suitability: Because marketing departments have access to behavioral, purchase history and website journey data for customer bases, they can better predict customer needs and purchase preferences.

Model building for marketing decisions has become an important part of management practice in many firms, and the quality of model-based support has increased enormously due to the availability of large-scale databases and application of the latest estimation methods (Bucklin and Gupta, 1999).

Data modeling **seems admirably suited to help managers in their strategic decision making on operations management issues.** It allows managers to predict the effects of new products or services, repositioning, price changes, promotions, advertising, distribution and reward programs on customer retention and other measures discussed earlier. By contemplating the likely reactions of other suppliers and predicting consumer response to those reactions, managers can also take market dynamics into account. In this manner, they can use the models to results after a series of multistage decisions.

The objectives of applied modeling in management and marketing can vary depending on the specific context and problem at hand, but some common goals include:

1. Forecasting: Using historical data to predict future trends and outcomes. This can be useful in a variety of areas, such as sales forecasting, inventory management, and budgeting.
2. Optimization: Identifying the best course of action to achieve a specific goal, such as maximizing profits or minimizing costs. This can be used to make decisions about pricing, advertising, and product development.

3. Segmentation: Grouping customers or market segments based on shared characteristics. This can be used to target specific groups with customized marketing campaigns.
4. Causal inference: Identifying the cause-and-effect relationships between variables. This can be used to understand the impact of different marketing strategies on customer behavior.
5. Risk Management: Assessing the likelihood of potential risks and their potential impact on the business. This can be used to make informed decisions about how to mitigate or manage those risks.
6. Predictive modeling: Creating models that can predict future outcomes based on historical data. This can be used for things like customer churn prediction, credit risk assessment, and fraud detection.

Overall, the goal of applied modeling in management and marketing is to use data and analytical methods to gain insights and make better decisions.

In summary, the aim of this congress is to show the purpose of modeling in management and marketing for companies.

COVERAGE CONFERENCE CENTRAL THEMATIC

The conference is interested in research writing in areas related to the applications of data modeling approaches applied to marketing and management. It encompasses statistical, computer and mathematical as well as other models, such as:

- CAUSAL ANALYTICS: STRUCTURAL EQUATION MODELING, PARTIAL LEAST SQUARES MODELING
- DECISION SUPPORT SYSTEMS AND BUSINESS INTELLIGENCE
- ECONOMETRIC MODELS
- GENERALIZED LINEAR MODELS
- BUSINESS ANALYTICS: DESCRIPTIVE, PREDICTIVE, AND PRESCRIPTIVE ANALYTICS
- SIMULATION MODELS
- STATISTICAL DECISION MODELS

- STATISTICAL INFERENCE MAKING AND PROBABILISTIC MODELING
- FUZZY LOGIC MODELING
- COMPUTER-BASED MODELS
- DATA MINING, DATA ANALYTICS WITH BIG DATA
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The main disciplines from which submissions derive are:

- CONSUMER BEHAVIOR
- STRATEGY AND MARKETING
- BUSINESS ANALYTICS
- MANAGEMENT SCIENCE
- OPERATIONS MANAGEMENT
- ORGANIZATIONAL SYSTEMS
- SOCIAL RESPONSIBILITY
- SUSTAINABLE DEVELOPMENT
- CUSTOMER RELATIONSHIP MANAGEMENT
- COMPETITIVENESS
- ETHICS
- QUALITY
- INNOVATION
- ARTIFICIAL INTELLIGENCE
- DIGITALIZATION
- NEW TECHNOLOGIES
- BIG DATA
- THE NEW PUBLIC MANAGEMENT AND ITS CHALLENGES
- PERSPECTIVES ON MACROMARKETING
- E-COMMERCE: ISSUES AND CHALLENGES
- PUBLIC SECTOR MANAGEMENT
- ONLINE MARKETING STRATEGIES FOR INCREASING SALES REVENUES OF SMALL RETAIL BUSINESSES
- URBAN GOVERNANCE
- BUSINESS ETHICS
- CHALLENGES FACED IN INTER-ORGANIZATIONAL COLLABORATION PROCESS

- SOCIAL ENTREPRENEURSHIP
- THE CAUSES AND IMPACT OF BUSINESS FAILURE AMONG SMALL TO MICRO AND MEDIUM ENTERPRISES
- SOLVING SOCIAL PROBLEMS THROUGH BUSINESS STRATEGY
- CHALLENGES FACING AFRICA'S DIGITAL MARKETING
- ETHNIC CONFLICT MANAGEMENT
- THE IMPACTS OF CULTURE ON THE ECONOMIC DEVELOPMENT OF CITIES
- HEALTH SERVICE MARKETING MANAGEMENT
- THE CHALLENGES OF GOOD GOVERNANCE AND LEADERSHIP IN DEVELOPING COUNTRIES
- COMMUNITY MANAGEMENT
- NONPROFIT ORGANIZATION CHALLENGES AND PROBLEMS
- DIGITAL MARKETING STRATEGY
- THE ROLE OF SOCIAL
- WOMEN ENTREPRENEUR: PROBLEMS, CHALLENGES AND FUTURE OPPORTUNITIES
- GATORADE MARKETING MANAGEMENT
- GENDER AND MEDIA
- REFERRAL MARKETING
- AGRI-FOOD MARKETING
- MARKETING ANALYTICS MODELS IN THE NEW DATA ERA
- MODÉLISATION DE LA NAVIGATION EN LIGNE
- ENTREPRENEURSHIP AND SME MANAGEMENT
- AGILE MARKETING
- AGILITY OF INFORMATION SYSTEMS
- ORGANIZATIONAL AGILITY
- AUDIT MARKETING

- BUZZ - VIRAL MARKETING
- CO-CREATION
- E-COMMERCE
- E-COMMERCE AND E-MARKETING STRATEGY
- CRISIS COMMUNICATION
- CONSUMER'S BEHAVIOR
- COLLABORATIVE CONSUMPTION
- SOCIALLY RESPONSIBLE CONSUMPTION
- ORGANIZATIONAL CREATIVITY
- DECENTRALIZED COOPERATION AND TERRITORIAL MARKETING
- E-MARKETING
- E-MARKETING AND BUSINESS COMPETITIVENESS
- COMMERCIAL AND BUSINESS LAW
- ENVIRONMENTAL LAW
- COMPETITION LAW
- SOCIAL AND LABOR LAW
- CONSUMER LAW
- CONSUMER LAW
- DISTRIBUTION LAW
- MARKETING LAW
- TOURISM LAW
- PSYCHOLOGICAL EMPOWERMENT OF THE CONSUMER
- B2B MARKETING ANALYTICS
- CLIENT EXPERIENCE
- GEOMARKETING
- GREEN MARKETING

- MANAGEMENT OF TOURIST ACTIVITIES
- CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER RETENTION STRATEGIES
- BRAND MANAGEMENT
- DESTINATION BRANDING
- INBOUND MARKETING
- MARKETING ENGINEERING AND MODELING
- COLLABORATIVE INNOVATION
- ARTIFICIAL INTELLIGENCE
- THE INFLUENCER CONSUMER
- COLLABORATIVE MANAGEMENT
- SERVICES MARKETING
- DIGITAL MARKETING
- HEALTH MARKETING
- RESPONSIBLE SUSTAINABLE MARKETING
- CONSUMERISM
- DIPLOMATIC AND CONSULAR MARKETING
- TRANSPORTATION MARKETING
- ECOLOGICAL AND ENVIRONMENTAL MARKETING
- SPORTS MARKETING AND MANAGEMENT
- MARKETING AND CONSUMER RESISTANCE
- ETHICAL MARKETING VS MARKETING ETHICS
- EXPERIENTIAL MARKETING
- INTERNATIONAL MARKETING
- PHARMACEUTICAL AND MEDICAL MARKETING
- POLITICAL AND ELECTORAL MARKETING
- AUDIENCE MARKETING

- RELIGIOUS MARKETING
- RESPONSIBLE AND ETHICAL MARKETING
- SENSORY MARKETING
- SOCIAL MARKETING
- AREA MARKETING
- VIRAL MARKETING
- RURAL MARKETING
- INSURANCE MARKETING
- VIRAL MARKETING, INTERNET MARKETING
- MOBILE MARKETING
- SERVICES MARKETING
- NEUROMARKETING
- NEW PRACTICES IN TOURISM AND HOTEL MARKETING
- DECISION MAKING IN A CRISIS SITUATION
- CONSUMER PROTECTION AND CONSUMERISM
- STORYTELLING AND CONTENT MARKETING
- ADVERTISING STRATEGIES
- ETHICAL MARKETING VS MARKETING ETHICS
- BANKING LAW IN THE MAGHREB CONTEXT
- INDUSTRIAL MARKETING AND PURCHASING
- COMMUNICATION FROM LOCAL AUTHORITIES
- SPORTS MARKETING AND MANAGEMENT
- INTELLECTUAL PROPERTY LAW
- INSURANCE LAW IN THE MAGHREB CONTEXT
- INNOVATE FROM THE CUSTOMER EXPERIENCE
- BIG DATA OPPORTUNITIES

- MARKETING AUTOMATION
- ARTIFICIAL INTELLIGENCE
- CUSTOMER RETENTION STRATEGIES
- MARKETING OF CITIES
- TERRITORIAL MARKETING
- POLITICAL AND ELECTORAL MARKETING
- QUALITY, STANDARDS AND LABELING IN TOURISM AND LEISURE
- PERMISSION MARKETING VS. INTRUSION MARKETING
- YIELD MANAGEMENT IN THE SERVICE SECTOR
- DATA MANAGEMENT
- DATA MARKETING
- MARKETING LAW
- ECONOMETRICS
- CONSUMERISM
- MANAGEMENT DATA ANALYSIS
- MARKETING DATA ANALYSIS
- MARKETING MIX MODELLING
- DATA MODELLING FOR MARKETING ANALYTICS
- HOW TO USE DATA MODELING TECHNIQUES IN DIGITAL MARKETING
- DIGITAL MANAGEMENT
- HOW TO USE STATISTICAL MODELLING IN DIGITAL MARKETING
- PREDICTIVE ANALYTICS IN MARKETING
- MARKETING ANALYTICS TO SNOWFLAKE DATA MODEL
- PREDICTIVE MODELING
- QUANTIFY THE MARKETING IMPACT
- MARKETING PERFORMANCE

- ...

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The partners who will participate in the organization of this conference are:

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All these partners will contribute to the costs of organizing the conference: accommodation, meals, transportation, documentation, etc.

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IBENBBA BRAHIM	ABDELMALEK ESSAADI UNIVERSITY, TANGER, MOROCCO
IBNKHALDOUN BAHYA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
JAHIDI RACHID	HASSAN 1 ^{ER} UNIVERSITY, SETTAT, MOROCCO
JALLOULI RIM	MANOUBA UNIVERSITY, TUNISIA
JAZI SALIMA	HASSAN 1 ^{ER} UNIVERSITY, SETTAT, MOROCCO
JUIDETTE SARAH	HASSAN II UNIVERSITY OF CASABLANCA, MOROCCO
KAMAR ABAAOUKIDE	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
KARAMOKO CAMARA	KOFI ANNAN UNIVERSITY OF GUINEA
KARIM KHADDOUJ	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO

KARRAKY ABDELAZIZ	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
KHALBOUS SLIM	CARTHAGE UNIVERSITY, TUNIS
KHOUILIDI MUSTAPHA	UNIVERSITY OF HASSAN II, CASABLANCA, MOROCCO
KOUCHIH ABDELOUAHID	UNIVERSITY OF HASSAN II, CASABLANCA, MOROCCO
LAGHZAOU FADOUA,	ABDELMALEK ESSAADI UNIVERSITY, TANGER, MOROCCO
LAKHLILI IBTISSAM	SULTAN MOULAY SLIMANE UNIVERSITY, BENI MELLAL, MOROCCO
LAKHRIF KAMAL	IBN ZOHR UNIVERSITY, AGADIR, MOROCCO
LAKRARS ABDELHALIM	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
LANKAOU LATIFA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
LEBBAR SARA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
LEBZAR BOUCHRA	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
LEMOINE JEAN FRANCOIS	PANTHEON-SORBONNE UNIVERSITY, PARIS, FRANCE
LOUITRI ABDENBI	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
M'HAMDI MOHAMED	SIDI MOHAMMED BEN ABDELLAH UNIVERSITY, FES, MOROCCO
MAHBOUBI MOHAMMED	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
MAKLOUL YOUSSEF	CADI AYYAD UNIVERSITY,

	MARRAKECH, MOROCCO
MANSOURI LAILA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
MARSO SAIDA	ABDELMALEK ESSAADI UNIVERSITY, TANGER, MOROCCO
MASSARA FOUAD	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
MEFOUTE BADIANG ALPHONSE	ESSEC, UNIVERSITY OF DOUALA, CAMEROON
MERMARI HOUDA	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
MSIYAH IMAD	HOUSING AND MILITARY EQUIPMENT AGENCY, RABAT, MOROCCO
NADIR BOUCHRA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
NDJANYOU LAURENT	FACULTY OF ECONOMICS AND MANAGEMENT, DSCHANG UNIVERSITY, CAMEROON
NIA HAFIDA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
OUAHI LHOUCEINE	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
OUAZZANI TOUHAMI ZINEB	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
OUKASSI MUSTAPHA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
QARROUTE SANA	MOHAMMED FIRST UNIVERSITY, OIJDA, MOROCCO
RHAJBAL ZINEB	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
SADIKI ABDELLATIF	UNIVERSITY OF HASSAN II, CASABLANCA, MOROCCO

SIDMOU MOHAMMED LARBI	CADI AYYAD UNIVERSITY, MARRAKECH, MOROCCO
SIHAMMOU ASMAA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
SKANDRANI HAMIDA	MANOUBA UNIVERSITY, TUNISIA
SLAMTI MIYA	INTERNATIONAL UNIVERSITY OF RABAT
SOUAF MALIKA	IBN ZOHR UNIVERSITY, AGADIR, MOROCCO
TENNOURI ASMAE	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
TOUHAMI FATIMA	SULTAN MOULAY SLIMANE UNIVERSITY, BENI MELLAL, MOROCCO
TOUZANI MOURAD	ROUEN BUSINESS SCHOOL, FRANCE
TOUZI BADR	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
TRIKI ABDELFAHATTAH	TUNIS UNIVERSITY, TUNISIA
YOUSFI LALLA SARA	MOHAMMED V UNIVERSITY IN RABAT, MOROCCO
ZAIEM IMAD	CARTHAGE UNIVERSITY, TUNISIA

IMPORTANT DATES :

(Check the website: <https://ammmaroc.com>)

March 30, 2023	Abstract submission date by filling out the form https://forms.gle/tcZVHMtNWpj8Nkct8
April 30, 2023	Full paper submission date
May 15, 2023	Review and sending the answers to the authors date
May 30, 2023	Validating reviews, consideration of reviewers' comments and final papers submissions
June 15, 2023	Notification to authors about finally accepted papers
June 30, 2023	Conference registration deadline, edition and sending of the provisional program
July 20, 2023	The final conference program
October 26 & 27, 2023	Organization of the 8th international conference of the MAM in Marrakech

Abstracts (<https://forms.gle/tcZVHMtNWpj8Nkct8>) instructions:

Submit your extended abstracts including:

- Title
- Authors
- Affiliation
- Contact information of corresponding author
- Keywords

Extended abstracts (1,000 – 1,500 words) should include:

- Problem statement
- Research objectives
- Methodological approach
- (Expected) results.

Authors of accepted proposals will be invited to optionally submit a full paper by February 28th, 2023 (4,000 – 6,000 words). Full papers handed in on time will benefit from a peer-review.

Important notes:

All abstracts must be sent by filling in the following form:

<https://forms.gle/tcZVHMtNWpj8Nkct8>

Awards and distinctions

At this eighth AMM Congress, three awards will be given:

- The Sphinx company award: Subscription to the Sphinx software for a period of three years. This award, worth thirty thousand dirhams, will be dedicated to the best paper written according to the current academic standards.
- The AMM award: Exemption from the participation fees for the next three congresses of the AMM. This award, worth three thousand dirhams, will be dedicated to the best oral presentation.
- **Award for the best thesis in marketing defended in Moroccan universities.** This award of ten thousand dirhams will cover the period of defense from **January 1, 2022 to June 20, 2023.**

Applicants must send a copy of their defended thesis in PDF format as well as a certified copy of the doctoral degree before **June 20, 2023** to the following e-mail address

amm.morocco@gmail.com

These same documents (copies of the thesis and diploma) must be made available to the organizers on the day of the conference.

SUBMISSION INSTRUCTIONS:

The complete version of the paper must be sent in Word format before **April 30, 2023** by e-mail to the following addresses:

- amm@um5r.ac.ma

- amm.maroc2013@gmail.com

Papers should be sent as an electronic file (Word for Windows .doc or .RTF)

Candidates for the best thesis award must send a copy of their thesis in PDF format (plus proof of defense and diploma) by e-mail before **April 30, 2023** to the following address :

amm.morocco@gmail.com

REGISTRATION FEES

- **1500 DH** (the equivalent of approximately **150 €**) for professionals and business owners.
- **1000 DH** (the equivalent of approximately **100 €**) for professors, academics and administrative staff.
- **800 DH** (the equivalent of approximately **80 €**) for IEEE academics.
- **600 DH** (the equivalent of approximately **60 €**) for PhD students.
- **500 DH** (the equivalent of approximately **50 €**) for IEEE students.

These fees will cover participation in the conference activities, on-site catering (lunch and coffee breaks) and conference documentation. **In case of publication of the conference proceedings in IEEE Xplore digital library and Scopus Data Base**, the authors will pay additional fees.

NB. MEMBERS OF THE AMM CAN BENEFIT FROM A REDUCTION OF UP TO 50% ON THE PARTICIPATION FEES

ROUND TABLE

On the occasion of the congress, a round table will be organized on **October 26, 2023** and will be dedicated to **Contributions of modeling in marketing and management for companies**

INSTRUCTIONS TO THE AUTHORS

(Check the website : <https://ammmaroc.com>)

- **Short paper submission deadline: before **March 30, 2023****
- **Full paper submission deadline: before **April 30, 2023****

The article should not exceed 20 pages, including tables, figures and references, based on Calibri 12 font, with margins of 2.5 cm on each side and 1.5 line spacing. These 20 pages include the title page and the abstracts.

1. **The cover page** must include the title of the article, the name of the author, his or her position and capacity, his or her complete contact information (institution, university, city, country, e-mail address). This first page must also include the abstract of the article. It must be submitted **in French and English, including the title**. Immediately following the abstracts, authors should indicate a few key words (**in French and English**) that best characterize the submitted article. The abstract should be clear, precise, well written and give the reader the desire to read the article and an overview of the research.
2. **The actual text should start on page 2.**
 - **Body text:** Calibri shape, character 12
 - **Interline:** 1,5
 - **Interline: of the abstract and summary:** simple
 - **Margins:** 2.5 cm for each side
 - **Header:** contains the title of the article written in bold CALIBRI, character 12, capital letter, single space, centered
 - **The title of the article must be included at the bottom of the header and must be written in 14-point font, bold, Calibri form, capital letter, single-spaced, centered**
 - **Footer:** contains information about the RIMMS (number, period, etc.) and should be written in bold, lower case, calibrated form, character 10, single line spaced, justified
 - **LAST NAMES AND FIRST NAMES OF THE AUTHORS, KEYWORDS, SUMMARY AND ABSTRACT** must be written in bold, capital letter, size 12, single line spaced, justified
 - **THE TRANSLATION OF THE TITLE IN ENGLISH** must be centered, written in bold, capital letter, Calibri form, character 12, single line spaced
 - **The terms "MOTS-CLES and KEY WORDS"** must be written in bold, capital letter, Calibri form, character 12, justified
 - **The information concerning the author's status, institution, university, city and country** must be written in lower case, Calibri form, character 12, justified, single line spaced
 - **The e-mail addresses of the authors** must be written in lower case, Calibri form, character 12, bold, justified, single line spaced
 - **The rest of the content of "Les mots clés", key words, summary in French and English** must be put in a grey colored frame, written in lower case, Calibri form, character 12, single line spaced, justified
 - **All headings and subheadings (introduction, first point, second point, etc.), appendices and bibliographic references** must be written in capital letters, bold, 12-point font, justified, single-spaced
 - **Titles, numbers and sources of tables, diagrams and figures** must be written in lower case, Calibri form, bold, font 12, centered, single line spacing

- **Tables, figures and diagrams** must be inserted in the text, numbered and presented with a title and source
 - **The complete article** (text, tables, figures, appendices and bibliographic references, etc.) **should not exceed 20 pages**
- 3. Coming next the article**, the following will appear successively:
- **Appendices**, if they are any, (methodological or other) designated as Appendix 1, Appendix 2, Appendix 3, etc.
 - **Bibliographic references**. These will follow the new academic standards of research. In the text, reference citations will appear in parentheses with the name and date of publication, [e.g. (KOTLER, 2000)].
 - **No footnotes should appear in the text**
 - The bibliographical references must be presented in **Calibri form, character 12, lower case, line spacing 1.5, justified. The names and surnames of the authors and the date of publication of the references must be mentioned in bold, upper case, Calibri form, character 12**
 - [Example : GALLOPEL K. (2000), Contributions affective et symbolique de la musique publicitaire : une étude empirique, *Recherche et Applications en Marketing*, 15, 1, pp.3-19].
 - **Papers will be evaluated anonymously** by two readers and the response to the authors will be given before **May 15, 2023**

Eventual modifications may be requested from the authors. The final version of the paper will have to be sent back by the author to the organizers before **May 30, 2023**

For more details about the Eighth International Congress of the Moroccan Marketing Association, please visit the website: <https://ammmaroc.com>

NB.

- **All papers must be written in English, but authors can communicate at the congress in other languages.**
- **Technical support: IEEE**

