

The Department of Business & Economic Studies at the University of Gävle is proud to host CIMaR 2024 – the 31st Annual Conference, Professional Development Workshop & Business Exchanges.

CIMaR

June 10–13 | 2024 | Gävle
Sweden

Consortium for International Marketing Research

Sustainable International Business: Being Resilient Under New Realities

The Consortium for International Marketing Research (CIMaR) is a world-leading stage for discussing contemporary research issues in International Business and Marketing among leading international researchers.

CIMaR was founded in 1993 and it is supported by the Center for International Business Education & Research (CIBER) at Georgia State University. In 2024, we will bring together academics and practitioners to discuss sustainability and resiliency within the new realities for all international businesses.

The conference contains a mix of plenary sessions, panel discussions, research paper seminars and social events, including cultural activities, company visits to Alleima and Sandvik Coromant, a gala dinner, as well as Best paper awards. We will offer a PhD track with a professional development workshop for both senior and junior researchers.

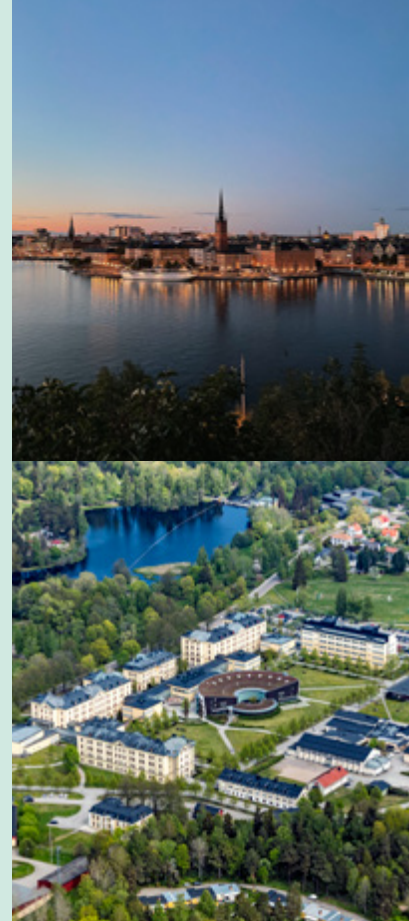
Key dates:

- Paper Submission deadline extended to: 29th of February 2024
- Notifications of Acceptance: 2nd of April 2024
- Conference main days: Monday 10th – Thursday 13th of June
Professional Development Workshop: Monday 10th of June
Conference gala dinner: Wednesday 12th of June
Excursion/transfer to the capital of Stockholm: Thursday 13th of June

The conference's main location is in Gävle (Sweden): a mid-sized town conveniently located about 1 hour travel by train north of Arlanda airport.



Please visit the conference website for further information and to submit your contribution: <https://www.hig.se/cimar2024>



Notable Industry Speakers:

- » **Martin Pei**, Executive Vice President & CTO, SSAB, presenting HYBRIT®, the world's first completely fossil-free steel production.
- » **Mats Lundberg**, Head of Sustainability, Sandvik AB.

Academic speakers include:

- » **Prof. S. Tamer Cavusgil**
Georgia State University
- » **Prof. Pervez N. Ghauri**
University of Birmingham
- » **Prof. Emmanuella Plakoyiannaki**
University of Vienna
- » **Prof. Attila Yaprak**
Wayne State University
- » **Prof. Ulf Elg**
University of Lund
- » **Prof. Lars Oxelheim**
University of Agder
- » **Prof. Richard D. Phillips**
Georgia State University
- » **Prof. Ayşegül Özsoy**
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