



UNIVERSITY OF SARAJEVO  
School of Economics  
and Business



EUROPEAN MARKETING ACADEMY

# 7<sup>th</sup> EMAC REGIONAL CONFERENCE

## SARAJEVO

SEPTEMBER 14-16 2016

*Where the East  
kisses the West*

Marketing Convergence and  
Divergence in the New Europe

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## Conference

Today, when world's economies are interdependent and interconnected, transitional economies of Central and Eastern Europe have the opportunity to position themselves as a knowledge bridge between the East and West, being the unique place where the East kisses the West. We invite papers dealing with marketing challenges in the transitional markets of the New Europe. This includes papers on marketing management, strategic marketing, buying behavior, marketing-mix, sales management, B-2-B marketing, marketing and the environment and marketing and corporate social responsibility.

## Host

Sarajevo is the capital of Bosnia and Herzegovina, a city in which even strangers can feel at home. Neither geographically expansive nor characterized by large buildings, the city retains a particular, arresting charm with its abundance of busy café's and abiding tradition of hospitality. The School of Economics and Business (SEBS), the oldest and the largest educational institution in Bosnia and Herzegovina, is placed in the heart of the city. SEBS is the only AACSB accredited institution in Bosnia and Herzegovina. We are very proud to host EMAC Regional Conference in 2016, and we are warmly welcoming you all to SEBS and to Sarajevo.

**Paper submission deadline:  
April 25, 2016**

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