



Call for Papers

International Conference on Enhancing Consumer Awareness

Prospects for Advancing Consumer Rights Protection on Traditional and Digital Markets

Katowice, Poland, June 16-18, 2019

The Organizing Team of the 2019 ICECA Conference would like to invite you to attend this international meeting and share your views and observations with a wide group of researchers committed to advancing consumer awareness and rights. Theoretical, empirical and applied papers, as well as case studies, Ph.D. dissertations and special sessions proposals in areas related to consumer awareness are welcomed.

List of suggested topics of interest (not exhaustive) includes the following themes:

- Consumer policy and directions of its development
- ECC throughout the EU
- Consumer institutions
- Consumer organisations best practices
- Legal aspects of consumer protection
- Consumer education
- Academic experiences in teaching consumer awareness
- Consumer resistance and boycotts
- Sustainable consumption and consumer behavior
- Sustainable marketing and CSR
- Consumers' and companies misbehavior

Participants are also invited to submit their own proposals of special sessions topics (not included in the above list).

CONFERENCE FEE: the conference is **free of charge** due to financial support of Erasmus+ Project conducted within the framework of the Program Cooperation for innovation and the exchange of good practices (23E075B9FA618B6A) titled: *CONSUMER-AWARE Enhancing quality in innovative higher education about consumer awareness.*

**HONORARY PATRONS
AND SPONSORS**



Sustainable Consumption Research and Action Initiative



Urząd Ochrony Konkurencji i Konsumentów

CONFERENCE PARTICIPATION includes: welcome reception, registration package, electronic version of proceedings, admission to all panels and sessions, lunches, refreshments and a gala dinner. Please, note that the organizers do not cover the cost of accommodation and transportation.

CONFIRMED KEYNOTE

SPEAKER: Prof. Halina Szejnwald Brown, Professor Emerita of Environmental Science and Policy at Clark University, a Fellow at Tellus Institute and co-founder and board member of Sustainable Consumption Research and Action Initiative (SCORAI)

CONFIRMED PATRONAGE: Sustainable Consumption Research and Action Initiative (SCORAI)
Rector of the University of Economics in Katowice,
Prof. Robert Tomanek, Ph.D.

CONFERENCE VENUE: University of Economics in Katowice,
Bogucicka 5, 40-287 Katowice, Poland

CONFERENCE LANGUAGE: English

IMPORTANT DEADLINES:

- March 31, 2019 – registration (participants without paper)
- March 31, 2019 – registration (participants with paper) & abstract/special session proposal submission
- April 5, 2019 – confirmation of abstract/special session proposal acceptance
- April 30, 2019 – submission of full papers via conference website

REGISTRATION AND SUBMISSION PROCEDURE:

- To register for the conference please login to the conference site using the registration form available at <http://www.iceca.ue.katowice.pl> and follow the instructions.
- Please, note that **submitting the abstract/paper is not required** to register and participate in the conference. However, the author or one of the co-authors of accepted papers must be available at the conference to present the paper.
- Prospective authors are invited to submit extended abstracts through the registration form. Authors of the accepted papers will be sent another link to submit the full paper.
- Prior to abstract/full paper preparation and submission it is recommended to read carefully the guidelines and consult the template available at the conference website. After the submission deadline, no revision of papers and proposals will be accepted. If accepted, the submitted paper will appear as-is in the conference proceedings.
- Submitted papers CANNOT be previously presented, published, or accepted for publication. Authors are expected to observe the ethical standards for scientific publications. All submissions will be peer-reviewed and the **Best Paper Awards** will be presented at the conference.

- Participants who would like to submit their own proposal of a special session topic are invited to do it via the conference website (at the moment of registration).

PUBLICATION OPPORTUNITIES:

- Full papers accepted for presentation and presented during the conference will be published in the conference proceedings which are to be printed prior to the conference. Please, note that **by submitting the paper for publication the author (one of the co-authors) is committed to participate in the conference**. In case of absence the author(s) will be obliged to cover publication cost.
- Extended abstracts will be published in an electronic version of proceedings (with ISBN) and will be available at the conference website.
- Details regarding guidelines, submission links and procedure on how to submit abstract, paper and/or special session proposal can be found at <http://www.iceca.ue.katowice.pl>.

ICECA SCIENTIFIC COMMITTEE:

Prof. Ewa Kieźel – Honorary President of ICECA
 Prof. Sławomir Smyczek – President of ICECA
 Prof. Stephane Ganassali – IAE, University Savoie Mont Blanc, France
 Prof. Diana Ionita – University of Bucharest, Romania
 Prof. Magdalena Iordache-Platis – University of Bucharest, Romania
 Prof. Gamze Karayaz – Işık University, Turkey
 Prof. Justyna Matysiewicz – University of Economics in Katowice, Poland
 Prof. Judit Papp - Budapest Business School, Hungary
 Prof. Daria Georgiana Protopopescu – University of Bucharest, Romania
 Prof. Marja Salonen – Seinäjoki University, Finland
 Prof. Croneel Theben Tervile – Howest, University College, Belgium
 Prof. Lieven Theys – Howest, University College, Belgium
 Prof. Italo Trevisan – University of Trento, Italy
 Prof. Makelainen Ville-Pekka – Seinäjoki University, Finland
 Prof. Frédéric Vlummens - Howest, University College, Belgium

ICECA ORGANIZING COMMITTEE:

Sławomir Smyczek	President of ICECA Scientific Committee
Justyna Matysiewicz	President of ICECA Organizing Committee
Aleksandra Burgiel	Director of Proceedings Committee
Jolanta Zrałek	Director of Special Sessions Committee
Marta Grybś-Kabocik	Secretary of ICECA
Agnieszka Tetla	Marketing of ICECA
Edyta Gałęcka	Administration of ICECA

E-mail: iceca@uekat.pl

Conference website: <http://www.iceca.ue.katowice.pl>