

## CALL FOR PAPERS

We are pleased to inform you that the **International Innovation Conference for Co-operation Development (InCoDe)** calls for papers and abstracts. You are invited to submit your papers and abstracts to one of the themes listed below. Sessions will allow both theoretical innovations and practical applications to be shared among colleagues.

- Responsible Marketing in the 21<sup>st</sup> century
- The role of marketing and communication in the success of innovation
- Innovational activity in different sectors
- Innovation in small businesses
- Legal issues in innovation
- Key problems of innovation and spatial aspects
- Technological development and innovation
- R&D co-operations across borders, networking

Proposals for theoretical, empirical and policy contributions to these topics are now invited.

### Guidelines for submission

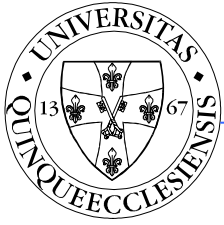
Submitted papers should:

- be relevant with the overall conference theme objectives,
- be written in English
- be written in the right format and
- be submitted in time.

Authors, who would like to keep an oral presentation at the conference, should submit an abstract in one of the above themes up to 300 words. Abstracts should be uploaded through the conference website (<http://www.incode.hu/htmls/registration.html>) in which authors should indicate the conference topic to which abstract should be submitted. The registration form includes a CV, which should contain author details, mailing address, telephone numbers and e-mail address. Each author will get feedback about the abstract arrival in e-mail. Please contact the organizers if no acknowledgement is received. All abstracts will be subjected to a review process by the program committee and authors will be notified by e-mail.

If authors wish to have their paper included in the proceedings after the program committee's acceptance, the abstracts have to be extended to a 2000 worded full paper. Emails marked 'InCoDe' with the full paper and contact details in an attached file (Word document) should be exclusively sent to Zsafia Zadravec: [zadravec@ktk.pte.hu](mailto:zadravec@ktk.pte.hu)

The guidelines for paper formatting provided at the conference web site should be used for each submitted paper.



### Requirements are the followings:

- The final manuscript must be prepared using Microsoft Word
- The manuscript must be single-spaced,
- have 2,5 cm margins on all four sides,
- written in Times New Roman font, size 12 (with the exception of the title, which must be size 18).
- The manuscript should consist of:
  - Title page: the title of the paper and information about the author(s),
  - Body of the paper: abstract, 5 keywords, body of the paper and references.
- References and endnotes need to be consistent and in a generally accepted format.

### Publication

All accepted papers will be included in the official conference proceedings. The proceedings will be published with ISBN and will be available at the Conference.

### Date and location

The conference will take place on 16-18<sup>th</sup> October, 2008 at the University of Pécs, Faculty of Business and Economics, Hungary. More practical information can be found on our website: [http://www.incode.hu/htmls/useful\\_information.html](http://www.incode.hu/htmls/useful_information.html)

### Timetable

- 30<sup>th</sup> June, 2008           Deadline for abstracts submission (300 words)
- 30<sup>th</sup> July, 2008           Abstract acceptance notification
- 20<sup>th</sup> August, 2008       Deadline for full papers submission (2000 words)
- 1<sup>st</sup> September, 2008     Registration deadline for participants
- 16-18<sup>th</sup> October, 2008   Conference

For further information please visit our website: <http://www.incode.hu> or do not hesitate to contact **Zsobia Zadravec** (e-mail: [zadravec@kttk.pte.hu](mailto:zadravec@kttk.pte.hu)), main organizer.

### **Gábor Rekettye, PhD**

*General Chair of InCoDe Conference*

*Chair, Hungarian Academy of Sciences Committee on Marketing*

*Head of Marketing Department, University of Pécs*

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