



EMAC Fall Conference 2025

Call for Papers!

Welcome to the 16th Fall Conference of the European Marketing Academy scheduled on September 17-19, 2025, in İstanbul Bilgi University, İstanbul, Turkey.

This year's conference theme is "The transformative role of marketing in an AI-driven world."

All submissions are due in PDF format and should be done online via the [submission link](#) **no later than 23 April 2025 (16:00 CET)**

Please make sure to read carefully the [submission guidelines](#) before submitting your paper.

More information

Conference website: <https://www.bilgi.edu.tr/en/academic/emacsfall2025/>

Contacts

For submission only, please contact:

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For any other issues, please contact:

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We look forward to receiving your research papers and an inspiring experience!

Best regards

Nesenur Altinigne
Conference Chair