



GIMAC13: The 13th Global Islamic Marketing Conference
Istanbul Ticaret University
18-20 October 2022

Selected papers will be published in Springer Proceedings in Business and Economics **indexed by Scopus**.

The International Islamic Marketing Association in cooperation with **Istanbul Ticaret University** and **Al Al-Bayt University** is pleased to invite you and your esteemed institution to attend the 13th Global Islamic Marketing Conference to be held on October 18 - 20, 2022. It will be organized both online and on the Istanbul Ticaret University Sötlüce Campus Istanbul – Turkey. The conference, running for the 13th time consecutively, is the largest in the world that is dedicated to the study of Muslim consumption and business practices. It was held in many places before including Dubai, Abu Dhabi, Cairo, Kuala Lumpur, Tunisia, Casablanca, Istanbul, and Alanya

Conference Indexing

Accepted papers will be published in the Springer Proceedings in Business and Economics indexed by **Scopus**.

Proceedings Title: *Research on Islamic Business Concepts - Proceedings of the 13th Global Islamic Marketing Conference*



Important dates

Conference Date: 18, 19, 20 October 2022

Submission Deadline: Sep 15, 2022

Fees payment deadline: Oct 10, 2022

Conference venue

Istanbul Ticaret University Sötlüce Campus
 Istanbul – Turkey.

Gallery

Pictures from previous GIMACs: [Click here](#)

Journals supporting GIMAC13

| Journal name | Publisher | Indexed in |
|--|--------------|------------|
| International Journal of Entrepreneurship and Small Business. | Inderscience | Scopus |
| International Journal of Business and Globalisation. | Inderscience | Scopus |
| J. of Enterprising Communities: People and Places in the Global Economy. | Emerald | Scopus |
| International Journal of Technology Enhanced Learning. | Inderscience | Scopus |
| FIIB Business Review. | Sage | Scopus |
| Jordan Journal of Business Administration | | Scopus |

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| How to submit? By email alserhan@psut.edu.jo alserhan@yahoo.com | 24/7 Phone and WhatsApp: 00962770548917 | Review process Double blind Peer review | Conference format In-person |
|---|--|--|---------------------------------------|

Key note Speakers

- 1- Prof. Dr. Yucel Ogurlu, Professor Hani Dmour, Professor Omar Torlack.
- 2- Professor Veland Ramadani. Entrepreneurial Marketing from an Islamic Perspective
- 3- Professor Jusuf Zekiri. Structural Equation Modeling Workshop. Certificates awarded.
- 4- Professor Marco Tieman. Halal Supply chain and Logistics
- 5-More world-class speakers will be added

Highlights from GIMAC13

- Best paper awards
- 6^h Halal Pharma Forum
- Workshop: Structural Equation Modelling.

13th Conference Special Topics

The Special focus of GIMAC13 will be on:

Digital Transformation - The New Normal of Markets - Women Entrepreneurship and home-based businesses - Islamic Business Curricula - Ethics and Crises - Post Covid logistics

Conference Main Topics

Islamic Marketing and Business. Islamic marketing, Islamic branding, Muslim consumers, Commercializing Islam, Islamic marketing mix, Islamic business ethics, Islam and business, Islamic HR, Islamic management and leadership, Islamic and Social entrepreneurship, Emerging Islamic Markets, Social Innovation and Islamic Marketing, Islamic economics, Islamic business education, Research methods by Muslim scholars, Social responsibility, Halal market, Islamic hospitality and tourism, Islamic logistics, Islamic e-market, Islamic law and marketing practices, Trade with Islamic markets, Islamic media, digital content and communications, Islamic retail, Islamic fashion and clothing, Islamic pharmaceuticals, cosmetics and toiletry, Traditional and herbal medicines and therapy, Prophetic medicines and therapy,

Comparative Studies. Kosher/ Jewish business Studies, Christian business studies, Vegetarian consumer/ market studies, Ethnic consumer/ market studies, Green/ environmental Marketing, Interfaith Dialogue, and Asian Islamic Studies.

Islamic Finance and Banking. Islamic finance, Fintech, Cryptocurrencies, Block chain, Accounting, Zakat Management, Waqf, and Islamic Insurance and Takaful.

Participation Fees

Student: 200 USD, All others: 350 USD

Kindly note that all those who attended any previous GIMAC get 30% membership discount.

Fees are paid [using PayPal here](#)

| اللجنة التنظيمية | |
|----------------------------------|--|
| Honorary Chair | Rector Professor Dr. Yucel Ogurlu, Istanbul Ticaret University |
| Honorary Chair | Rector Professor Hani H Al-dmour. Al Al-Bayt University |
| Co-Chair – Turkey | Professor Omar Torlak. Istanbul Ticaret University |
| Co-Chair – Jordan | Professor Baker Ahmad Alserhan. Princess Sumaya University |
| Co-Chair – N Macedonia | Professor Veland Ramadani. South East European University |
| Scientific Chair - Greece | Professor Daphne Halkias. Ecole des Ponts Business School |
| Marketing Chair- U.A.E | Dr. Roudaina Houjeir. Higher Colleges of Technology |
| Islamic Finance Chair | Dr. Zakaria Boulanouar. Boulanouar@hotmail.com |
| Jordan | Professor Houyam Alsaudi. University of Jordan |

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| Jordan | Dr. Mohammad Alhadab. Al Al-Bayt University |
| Jordan | Professor Rida Al-Adamat. Al Al-Bayt University |
| Jordan | Professor Abdel Rahman Aldalabeeh. Al Al-Bayt University |
| N Macedonia | Professor Jusuf Zekiri. South East European University |
| Morocco | Professor Omar Alasri. <i>Faculté des Sciences Juridiques, Econ..</i> |
| France | Professor Slim Hadoussa. <i>Brest Business School</i> |
| Jordan | Dr. Ali Hilal AlBagoum. <i>Intl Islamic Marketing Association</i> |
| Turkey | Dr. Mehmet Bayirli. <i>Alanya Alaaddin Keykubat University</i> |
| Turkey | Dr. Hasan Terzi. <i>Karabuk University</i> |
| Turkey | Dr. Cihat Köksal . <i>Istanbul Ticaret University</i> |
| Pakistan | Professor Mubbsher Munawar Khan. Hailey College of Banking |
| (USA) | Professor Paul Koku. <i>Florida Atlantic University</i> |
| Turkey | Professor Figen Yıldırım. <i>Istanbul Ticaret University</i> |
| Turkey | Professor Necdet Sensoy. <i>Istanbul Ticaret University</i> |
| Turkey | Professor B. Zafer Erdogan. Anadolu University |
| Turkey | Professor Remzi Altunışık. Sakarya University |
| Turkey | Dr. Berfu Ilter. Afyon Kocatepe University |
| U.A.E | Dr. Bronwyn Wood. United Arab Emirates University |
| Saudia | Dr. Thamer Baazeem. King Abdulaziz University |
| Indonesia | Dr. Hendy Mustiko Aji. Universitas Islam Indonesia |
| Palestine | Dr. Raed Ahmad Abu Eid. Al-Quds Open University |
| Malaysia | Dr. Ilhaamie Abdul Ghani Azmi. University of Malaya. |
| Malaysia | Dr. Aida Mokhtar. Intl Islamic University Malaysia |
| Malaysia | Dr. Siti Haslina Md Harizan. Universiti Sains Malaysia |
| Brunei | Dr. Nazlida Muhammad. Universiti Brunei Darussalam |
| India | Assist. Prof. Jaheer Mukhtar KP. Kristu Jayanti College, Bengaluru, India |