



Invitation to JMS 2018

Dear Professor/Dr. _____

You are cordially invited to participate in the 15th Annual Conference & Doctoral Consortium of the JMS (Journal of Marketing Science), to be held in Shenzhen, Guangdong province, and hosted by the College of Management, Shenzhen University, on October 26-28, 2018.

The JMS 2018 is a valuable and unique opportunity to interact and network with scholars from China and around the world as well. The conference will provide an open forum to the dissemination and exchange of scientific information on theoretical, generic, and applied areas of marketing. This will be accomplished through the following modes including keynote speeches, research presentation, and interest groups. We believe that your participation is a valuable asset to the conference.

All submitted papers will be peer-reviewed by independent referees from JMS boards. For your attendance, please register before the conference. The early bird (until September 26, 2018) registration fee is RMB 1,200 (RMB 500 for full time students). The regular fee is RMB 1,500 (RMB 600 for full time students) from September 27, 2018. In addition, your travel and hotel accommodation associated with the conference will be covered by yourself. If there is anything we can help, please contact us by email: jms_2018@sina.com.

We are looking forward to meeting you in Shenzhen!

Kind regards,

Zhou Zhimin

Ph.D., Professor of Marketing

Associate Dean

College of Management, Shenzhen University