

Why join MarCom Academy?

Benefits of membership:

From doctoral students to academics, professionals and organizations, MarCom Academy provides a wide range of services, trainings, special interest groups, consultations and networking opportunities for people at all stages.

Also offered is a reduced rate to MarCom Academy annual conference, receive regular eNewsletters with MarCom Academy new services, news, conference calls for your papers, and notices of forthcoming special issues to keep you in the know.

Networking opportunities:

A great meeting place via MarCom Academy Special Interest Groups (SIGs) or at the Annual Conference to get to know leading directors and organizations, journal authors and key experts and academics in your field, as well as improving your visibility and standing within the business and academic community. Through MarCom Academy clients and professional members, the main aim of the Network is to foster community and collaboration among Directors of Research in the UK and Middle East by creating an environment where Research Directors can seek help and support from each other.

MarCom Academy Career Development:

MarCom Academy's year-round Training and development activities incorporate the expertise of leading professionals and academics, providing the best possible platform for you to develop your business and academic research techniques.

MarCom Academy offers an excellent forum for new research clusters or groupings, as well as the advancement of more established groupings.

www.marcomacademy.co.uk



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Get involved with MarCom Academy:

Driven by the Special Interest Groups (SIGs) and as a part of the representation offered by MarCom Academy, new and longstanding members of the professional and academic community can “take an active role” in a wide variety of business and academic issues ranging from developing and improving policy change to new research directions. Members have the opportunity to get involved in the activities that drive MarCom Academy forward such as standing for honorary executive board, Special Interest Group activities, Social Responsibility initiative and chairing a Track at the Conference.



Annual Conference:

The Annual Conference provides the opportunity to present your research, business case study, either complete or in its development stages, and to receive feedback from peers and senior professionals and academics in a personal and inclusive environment.

The Doctoral Symposium:

MarCom Academy Doctoral Symposium is popular for students, academics and professional researchers with our events.

Researchers in initial stage could chose to participate in different sessions, Preparing for the Viva, Data Analysis, Case Study Research and Systematic Literature, as well as a plenary which considered issues relating to getting published in top quality journals. Alongside these sessions, researchers also would have the opportunity of registering to participate in the ‘research conversations’ (one-on-one) during which they could discuss their research proposals with, and receive detailed feedback from, a senior academic or business experts.

Publications:

As part of your membership package you will receive online access and subscriptions to the International Journal of Marketing and Management Academy (IJMMA) providing you with the latest thinking in business, marketing and management.

