

Dear Academicians and Practitioners,

We are very delighted to announce our brand new congress for your consideration.

[Business and Management Studies \(BMS\) Congress](#) will be held on April 19-21, 2018 in Bursa, Turkey. Congress will be hosted by [Bursa Technical University](#) at its Mimar Sinan Campus in Bursa, Turkey.

Congress topics cover all the themes of business and management such as marketing, management, finance, manufacturing, accounting, auditing, organizational behaviour, human resources, sales management, health management, management information systems, international trade, international business, logistics, etc.

This international conference features paper presentations, sessions and panels on new and on-going research and practice, inviting the free exchange of ideas & open discussion by academics, young scholars, and professionals alike – a must-attend congress for anyone seriously interested & involved in the field of business.

On the first two days of congress, academic presentations will be held and on the last (third) day of congress, academican-practitioner meetings will be held. The sessions on these meetings will be an interactive one on selected topics and the aim of these meetings is to enhance the collaboration of academy and industry in advance.

The aim of [BMS Congress](#) is to serve as the core communication network for disseminating information and promoting international exchange in the field of business and management. [BMS Congress](#) is distinct from other congresses in that the aim of the congress is to provide a professional society for academics and practitioners with an interest of business and management areas. Participants come from a variety of disciplines and functional backgrounds and share common purpose of enhancing both academia and academia-industry collaboration and integration. Academia-Industry Meetings (AIM) provide a mutually beneficial forum for academics and professionals to share the latest developments and advances in the knowledge and practice of business world and aim to build networks among academicians and business people. AIM also provides stimulus for research and the further development of business perspectives.

Since manuscript evaluations will be done by extended abstracts, all accepted abstracts will be published in the online congress book. Selected papers will be published in congress journals ([Business and Management Studies: An International Journal \(BMIJ\)](#) and [Turkish Journal of Marketing \(TUJOM\)](#)) after a referee process as full text papers.

You are very welcomed to submit your theoretical and empirical studies. The languages of congress are Turkish and English.

[BMS Congress](#) also offers a series of awards during the congress, such as “the Best Paper”, “Promising Young Scholar”, and “Promising Businessmen”. In addition to these awards, [BMS Congress](#) also proposes a limited number of grants for graduate students to promote their academic and professional development.

On behalf of the organization committee, we are honoured to invite you to [BMS Congress](#) 2018 that will take place in Bursa, Turkey on April 19-21, 2018.

Respectfully yours,

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