



## **New Directions for Marketing: Interactions and Partnerships**

**November 15, 16, 2007. Moscow, Russia**

The Conference is a benchmark event for the Network of Excellence “Development of interfirm cooperation forms: networks and relationships”. The Conference will highlight:

- new generation of educational courses and programs, developed by the network members;
- new research on interactions and partnerships;
- professional training courses, cases, learning tools and methodologies, developed together by the network participants.

The Conference will provide a platform for collaboration of business and academic networks and for the development of new forms of interaction.

### **Proposed Conference panels**

Panel 1. Marketing theory and practice: development prospects

Panel 2. Marketing: interactions and partnerships

Panel 3. Managing Networks of excellence: experience and results

Panel 4. Towards the partnership of business and education

Panel 5. Organizing and implementing a joint research project in a Network of excellence

Panel 6. Best practices of partnership

### **Paper submission deadlines**

Welcome to submit short abstracts of your proposed presentations/papers **by May 30, 2007**

The deadline for the final versions of the papers is **September 1, 2007**

The final deadline to register as a conference participant is **September 15, 2007**

### **Contact information**

Administration team

Network of Excellence “Development of interfirm cooperation forms: networks and relationships”

Please, send your questions and proposals to: [noe@hse.ru](mailto:noe@hse.ru)