



## INTERNATIONAL CONFERENCE ON APPLIED INNOVATION

IMAT 2023

*TRANSITION TOWARDS A REAL TRANSFORMATION*

*The Commitment to Humanizing Change*

### Call for Papers

We are pleased to announce the upcoming IX International Conference on Applied Innovation - IMAT 2023, taking place on July 3, 4 and 5, 2023 at the ESIC University Campus in Pozuelo de Alarcón, Madrid, Spain. IMAT is organized by ESIC University and ESIC Business & Marketing School, in collaboration with Universitas Miguel Hernández.

Encompassing both emerging and older educational approaches, IMAT 2023 aims to showcase the efforts and achievements of educators and researchers in innovation and value creation, leveraging augmented reality, artificial intelligence and soft skills, without neglecting humanization in the processes of change. The main objective of IMAT remains to create a network of expert researchers, entrepreneurs, teachers and institutional representatives that contribute to and ensure the transfer of knowledge on new trends of innovation in secondary, tertiary and higher education, promoting meaningful learning and skills development as elements of social return on learning.

Through this call for papers, we invite you to participate in IMAT 2023 by sharing your research contributions and best practices, results and innovation efforts.





## Tracks

- Digital Marketing
- Education and Digital Economy
- Blockchain.
- The Metaverse
- Virtual and Augmented Reality
- Immersive Technologies
- Entrepreneurial and Educational Spirit
- Education and Globalization
- Mobility Programs and International Education Experiences
- Skills Development
- Educational Management Methods and School Leadership
- New Teaching and Learning Methodologies and Scenarios
- The Digitalization Process in Educational Institutions.
- Hackathons and Challenges: Experiences and Results
- The Case Method and Business Case Studies in the Classroom.
- Knowledge Transfer.
- Transformative Learning.
- Neuroscience and Teaching and Learning Processes.
- New Digitalization Challenges.

## How to Participate

- Submit a **500-word abstract** in English before **April 16, 2023, 23.59 CET Time**.
- Submit a **working paper** before **April 16, 2023, 23.59 CET Time**.
- Submit a **research paper in full** before **April 16, 2023, 23.59 CET Time**.
- Submit a **research poster** before **April 16, 2023, 23.59 CET Time**. This poster needs to have a 500-word abstract.

You can submit your work at <https://imat.esic.edu/investigadores/>

Only the abstracts of working papers and papers in full will be published in the Conference Proceedings Book with an ISBN.





## Key Dates and Deadlines

- Abstract Submission: **April 16, 2023, 23.59 CET Time.**
- Notification of Acceptance: **May 3, 2023.**
- Submission of Posters, Working Papers and Papers in Full: **April 16, 2023, 23.59 CET Time.**
- Early Bird Fee and Registration: 150 € online attendance, 130 € in person attendance, 100 € PhD students **Before June 3, 2023. 23.59 CET Time.**
- Regular Fee and Registration: 180 € online attendance; 160 € in person attendance, 120 € PhD students
- Conference **July 3, 4 and 5, 2023**

## Get published

The best papers in full can be published in any of the conference journals:

- [ESIC-Market](#)
- [ADResearch](#)
- [Spanish Journal of Marketing - ESIC](#)
- [EDEIJ - Digital Economy and Innovation Journal](#)
- [Journal of Management and Business Education \(JMBE\)](#)
- [Zona Próxima \(JCR Q4\)](#)
- Other Journals Pending Confirmation





## For more information:

- Visit the conference website: <https://imat.esic.edu/investigadores/>
- Or send an email message to: [imat@esic.edu](mailto:imat@esic.edu)

Please share this Call for Papers with your fellow researchers and faculty members.

