



9th NATIONAL AND 7th INTERNATIONAL CONFERENCE OF MARKETING PROFESSORS AND RESEARCHERS

27 Y 28 MAYO DE 2027



ANFECA
ASOCIACIÓN NACIONAL DE FACULTADES Y
ESCUELAS DE CONTADURÍA Y ADMINISTRACIÓN



Call for Papers

**International Academic Conference on Marketing, Social Responsibility,
Technology, and Artificial Intelligence**

Zacatecas, Mexico — 27-28 May 2027

The **Faculty of Accounting and Administration of the Autonomous University of Zacatecas**, the **Faculty of Accounting and Administration of the National Autonomous University of Mexico**, the **National Association of Faculties and Schools of Accounting and Administration (ANFECA)**, the **European Scientific Institute, ESI** and the **International Network of Professors and Researchers in Marketing** invite researchers and faculty members from schools and faculties of Marketing, Administration, and related fields to submit papers and participate in this academic event.

The event will take place at the **Autonomous University of Zacatecas**, Faculty of Accounting and Administration, located at **Contabilidad y Administración S/N, Fraccionamiento Progreso, C.P. 98066, Zacatecas, Zacatecas, Mexico**.

Participants may attend and present their papers either **in person** in Zacatecas or **virtually**, according to the format established by the organizers.

Objectives

The event aims to analyze, discuss, and reflect on the application of socially responsible marketing practices, as well as the technological impact and the role of **Artificial Intelligence** in marketing strategies. It also seeks to disseminate theoretical and practical research findings in the field of Marketing and to promote academic dialogue among professors and researchers.

Paper Submission Guidelines

Submitted papers must be **original and unpublished**. Papers may be submitted individually or in co-authorship, with a maximum of **three authors per paper**. Submissions may be written in **Spanish or English**.

The cover page must include the title of the paper, the full name of each author, the email address of each participant, and institutional affiliation. Institutional logos should not be included.

The body of the paper must include the following sections: title, abstract of approximately **200 words**, introduction, theoretical framework, method, findings, discussion/conclusions, and references in **APA 6th edition** format.

Papers must be submitted as a **Microsoft Word file**, using **Times New Roman, 12-point font**, single spacing, and a maximum length of **6,000 words**. Submissions should be sent by email to:

lfischer@fca.unam.mx

All submissions will be evaluated by an academic review committee through a **double-blind peer-review process**. Accepted papers will be presented by their authors either **in person or virtually**.

Note: The participation is free of charge.

Publication Opportunities

After peer review, selected papers will be published, depending on their topic, quality, and editorial fit, in one of the following scientific journals or in digital books:

Revista de la Facultad de Ciencias Económico Administrativas

<https://ojs.unipamplona.edu.co/index.php/face/>

Journal Business Science

https://revistas.uleam.edu.ec/index.php/business_science/index

Revista Nacional de Administración

<https://revistas.uned.ac.cr/index.php/rna/es/about>

European Scientific Journal

<https://ejournal.org/index.php/esj>

Submission Deadline

The deadline for paper submission is:

31 March 2027

Further Information

Organizing Committee

Dr. Laura Estela Fischer de la Vega

Faculty of Accounting and Administration, UNAM

Email: lfischer@fca.unam.mx

Dr. Blanca Isabel Llamas Félix

Faculty of Accounting and Administration, Autonomous University of Zacatecas

Email: blancaisabel@unizacatecas.edu.mx