



GIMAC 13: THE 13TH GLOBAL ISLAMIC MARKETING CONFERENCE

Istanbul Ticaret University

18-20 OCTOBER 2022

www.gimachub.com

Accepted Papers will be published in Springer Proceedings in Business and Economics **indexed by Scopus**

Acceptance letter and Invitation to Present

Hijri Date: AlAhad, Safar 22, 1444

Date: Sunday, September 18, 2022

To:

Zohurul Anis¹, Ahasanul Haque^{2*} Nur Fariza Bt Mustofa³ Md. Asadul Islam⁴

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Dear author/s;

We are pleased to inform you that, following a double blind peer review process, your submission titled " **The impact of perceived value on customer loyalty towards private commercial banks in Bangladesh: The mediating role of customer satisfaction**" has been accepted for oral presentation at the 13th Global Islamic Marketing Conference to be held in Istanbul-Turkey, Oct 18-20, 2022. The exact time and place of your session will be specified in the final program, which will be distributed both on paper and electronically at a later date.

Presented papers will be included in the

conference proceedings: ***Research on Islamic Business Concepts - Proceedings of the 13th Global Islamic Marketing Conference published by Springer Proceedings in Business and Economics, which is indexed in Scopus.*** The conference is also supported by a number of world-class journals that will provide further publication opportunities. All completed papers will also compete for the prestigious Excellence in Islamic Marketing Awards.

Conference Publications

Several international academic journals will publish selected high quality papers from the conference.

- 1- **Proceedings.** Research on Islamic Business Concepts - Proceedings of the 13th Global Islamic Marketing Conference published by Springer Proceedings in Business and Economics. Scopus
- 2- **International Journal** of Entrepreneurship and Small Business. Scopus
- 3- **International Journal** of Business and Globalisation. Scopus
- 4- **J. of Enterprising Communities:** People and Places in the Global Economy. Scopus
- 5- **International Journal** of Technology Enhanced Learning. Scopus
- 6- **FIIB Business Review.** International Journal of Technology Enhanced Learning. SCOPUS
- 7- **Jordan Journal of Business Administration.** Scopus
- 8- **Arabic Journal** Publications: three journals included in EBSCO.

Conference Additional Activities

- 1- Best paper awards
- 2- The 6th Halal Pharma Forum
- 3- SEM worksop.

Important Notes

1. Only those who attend the conference receive certificates.
2. The awards are certificates and plaques.

3. Authors of accepted papers will get author copies of the book once published by Springer. This will be several months after the conference date.

Fees and registration

Student: 200 USD

All others: 350 USD

Kindly note that all those who attended any previous GIMAC and present get 30% membership discount.

Fees are paid [using PayPal here](#)

Welcome to GIMAC13

Professor Dr. Yucel Ogurlu, Rector - Istanbul Ticaret University

Professor Omar Torlak. Istanbul Ticaret University

Professor Baker Ahmad Alserhan. Princess Sumaya University

Professor Veland Ramadani. South East European University

