

Call for papers for the 16th Akademija MM

One of the greatest ironies of life is our lifelong feeling that we live in a particularly critical period, some kind of turning point. This creates a certain “dictatorship of the special moment” that detrimentally shapes our actions and thinking. The crisis needs to be overcome at all cost. During a crisis, there is no time for “messaging about”, for dialogue and good intentions.

It is much more likely that today’s period is not much more demanding than past or future times. **The feeling of crisis is a poor excuse for prioritizing the seemingly “urgent” over the de facto “meaningful”.** What we need are not only reactions to the “crisis”, but actions that are important per se. Such actions can reach well beyond the currently popular social responsibility topics and the world-saving heroics. Small *contributions* that encourage constructive dialogue and changes in the local environment will suffice.

The 16th issue of Akademija MM will not be limited to individual marketing topic or to the latest buzz. **Its purpose is to enrich the Slovenian marketing environment with innovative scientific contributions “that matter”.** We embrace multiple topics and methodologies that can contribute to more meaningful marketing. First and foremost, marketers are seekers and creators of meaning – meaning for consumers, companies and, above all, for themselves.

In this spirit, we invite you to submit scientific and professional manuscripts for the 16th issue of Akademija MM that will be published towards the end of November 2010. Contributions should be written according to the Akademija MM guidelines in either Slovenian or English. The due date for submissions to the following email address: domen.bajde@ef.uni-lj.si is **6 September 2010**.

Warmest regards,

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