

INTERNATIONAL MARKETING CONFERENCE - I

INNOVATIONS IN CONTEMPORARY MARKETING:
THEORY AND PRACTICE

April, 21st and 22nd, 2021





CONFERENCE OVERVIEW

The International Marketing Conference is an International Referred Conference to provide a platform for discussion and deliberation for the advancement of the theory and practices in management education.

The conference will help researchers across the globe to understand contemporary marketing practices adopted and innovations included in the field of marketing. It will help understand the gaps and look ahead to fulfil the gaps. There will be discussions on the teaching Pedagogy and Practice. Innovations will be discussed.

WHO SHOULD ATTEND THE CONFERENCE

- Students
- Academicians
- Corporate professionals
- NGO professionals and
- Government bodies



CONFERENCE THEME

The theme of the conference is “INNOVATIONS IN CONTEMPORARY MARKETING: THEORY AND PRACTICE”. The theme will initiate thinking and engage in discussions to all researchers about current and latest advancements in the field of contemporary marketing globally. This will also initiate the exchange of ideas across scholars and practitioners.



CONFERENCE OBJECTIVE

The main objective of the international marketing conference is to provide a platform to share knowledge and to enlighten about novel advancements and discuss anticipated problems in the field of Marketing.

CALL FOR PAPERS

Academic papers in line with the conference themes are invited from both academia and industry professionals. The papers will not be limited to the main theme. There are subthemes which the researcher may refer to while writing their papers.

SUB-THEMES

- Digital Marketing
- Customer Engagement
- Social Media Marketing
- Sustainable Marketing
- Social Marketing
- Omnichannel Marketing
- B2B Marketing
- Marketing Innovations
- Marketing Analytics
- Content Marketing
- Ethical Marketing
- Crisis Marketing Strategies
- New trends in Direct Marketing
- Real-time marketing
- Mass customization to personalization
- AI and Social Media
- Consumer Behaviour
- Future of AR and VR in marketing
- Mobile marketing
- Celebrity endorsement
- Religious marketing
- Tourism marketing

IMPORTANT DATES

30th December 2020	- Abstract Submission last date
5th January 2021	- Notification of Abstract Submission
1st April 2021	- Paper submission deadline
30th March 2021	- Last date of registration
15th April 2021	- Late Registration
21st & 22nd April 2021	- Date of Conference



GUIDELINES TO AUTHORS FOR PAPER SUBMISSION

1. The title page should contain: paper title, name(s) of the author(s), affiliation(s), JEL classification codes, and e-mail address of the corresponding author.
2. The paper must accompany an abstract (strictly between 200 and 250 words) and 5-6 keywords.
3. The main document should be double-spaced, with one inch margins on all sides and all pages should be numbered consecutively.
4. Text should appear in 12-point Times New Roman Papers should be submitted in Word document and PDF.
5. The paper should contain a minimum of 4000 words and should not exceed 6000 words
6. For paper submission, please send your article to **imconf@iimshillong.ac.in**



REGISTRATION

1. At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceedings and be scheduled for presentation.
2. Registered members are asked to intimate about the registration immediately.
3. After completion of registration process, participant are required to send the Screenshot of transaction or registration fees payment proof to us on or before the last date of registration.
4. Any modification in the paper will not be accepted after the final submission date.
5. Maximum up to five authors/ co-authors per paper is allowed for participate.
6. No registration will be entertained after the last date of registration.
7. For participants registering late an extra amount of INR 500 will be charged for Indian participants and USD 10 for international participants .

****The fee is reduced by 50% due to online mode of presentation***



Participating members may register as per the following charges:

CATEGORIES	INTERNATIONAL	INDIAN
Student (Undergraduate)	USD 50	INR 500
Student (Postgraduate)	USD 50	INR 500
Student (PhD)	USD 75	INR 1500
Academician	USD 100	INR 2500
Industrial Professional	USD 120	INR 5000



Best Paper Award

The Best Paper will be awarded with INR 10,000/-.



Payments

Online remittance to Savings Bank Account of IIM Shillong. Details mentioned below.

Name of Bank: State Bank of India
Branch Address: Laitumkhrah, Lummouri,
IFSC/NEFT/EFT Code: SBIN0002081.
Account No.: 30276148008
Shillong, Meghalaya-03
Branch Code: 02081

Any transfer done must be intimated through the conference id: imconf@iimshillong.ac.in

The e-mail should contain details, such as Name of the Participant, Amount paid and purpose.



ORGANIZING COMMITTEE

Advisory Committee

Professor D.P. Goyal, Director, IIM Shillong

Professor Pradip H Sadarangani, IIM Shillong

Scientific Committee

Prof. Bidyut Jyoti Gogoi

Prof. Gurpreet Kour

Prof. Pratap Chandra Mandal

Prof. Raj Dash

Chairman

Co-Chairperson

Co-Chairman

Member

Publication

All the accepted abstracts, extended abstracts and papers will appear in the proceedings and modified version of selected papers will be published in the special issue of IIMS.

Conference Venue -

Online hosted from IIM Shillong, Meghalaya

Mode of Operation -

Online



Indian Institute of Management Shillong,
Mayurbhanj Complex, Nongthymmai
Shillong – 793 014 East Khasi Hills District, Meghalaya, India



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IIM Shillong



for more details: www.iimshillong.ac.in