



# INDIAN INSTITUTE OF MANAGEMENT SHILLONG



## INTERNATIONAL MARKETING CONFERENCE II

*Contemporary research in Marketing: Innovation,  
Inclusion & Integration*



**24<sup>TH</sup> & 25<sup>TH</sup> AUGUST, 2022**

## CONFERENCE OVERVIEW

The International Conference in Marketing II is an International Refereed Conference to provide a platform for discussion and deliberation on contemporary research in marketing. Marketing in today's world is focused on taking multi-dimensional approach through continuous, inclusion of diverse stakeholders and integration of all aspects of strategy to foster business growth. Moreover, the broad reach, the seemingly unlimited and tight integration of new technologies through digitalization and connectivity, and the rapid change has made us relook at the relevance of existing practices. The conference will help researchers across the globe to understand the transformative practices in addition to traditional ones in the field of marketing. It will help understand the gaps and look ahead to fulfill the gaps. There will be discussions on the evolving marketing environment and value creation.



## CONFERENCE THEME

The theme of the conference is

***“Contemporary research in Marketing: Innovation, Inclusion & Integration”.***

The theme will initiate thinking and engage in discussions to all researchers about current and latest advancements in the field of value creation in marketing globally. This will also initiate exchange of ideas across scholars and practitioners.



## CONFERENCE OBJECTIVE

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



## WHO SHOULD ATTEND

Students, Academicians and Corporate professionals, NGO professionals and Government bodies.



## 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. The subthemes are:

- Advertising & Marketing Communication
- Digital & Social Media Marketing
- Omni Channel Marketing
- E-commerce and shopping experience
- Marketing Innovation
- Sustainable Marketing
- Business to Business Marketing
- Marketing Innovations
- Marketing Analytics
- Marketing in Emerging countries
- Marketing strategy & theory
- Product & brand management
- Relationship marketing
- Services Marketing
- Consumer Behaviour
- Customer Engagement
- Tourism marketing
- Transformative consumer research



## IMPORTANT DATES

- Extended abstract Submission last date  
**30<sup>TH</sup> APRIL, 2022**
- Notification of Abstract acceptance  
**15<sup>TH</sup> MAY, 2022**
- Full paper submission last date  
**15<sup>TH</sup> JULY, 2022**
- Notification of Full paper acceptance  
**30<sup>TH</sup> JULY, 2022**
- Early Bird Registration  
**10<sup>TH</sup> AUGUST, 2022**
- Late Registration  
**20<sup>TH</sup> AUGUST, 2022**
- Date of Conference  
**24<sup>TH</sup> & 25<sup>TH</sup>, AUGUST 2022**

## GUIDELINES TO AUTHORS FOR PAPER SUBMISSION

- **The title page should contain:** paper title, name(s) of the author(s), affiliation(s), JEL classification codes, and e-mail address of corresponding author.
- The paper must accompany an extended abstract (strictly not more than 1500 words) and 5-6 keywords.
- The main document should be double-spaced, with one inch margins on all sides, and all pages should be numbered consecutively.
- Text should appear in 12-point Times New Roman Papers should be submitted in Word document and PDF.
- Word limit is 5000 words for full paper submission.
- Only full papers submitted would be eligible to review for best paper award.

**For paper submission, please send your article to [imconf@iimshillong.ac.in](mailto:imconf@iimshillong.ac.in)**



## REGISTRATION

- 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.
- Registered members are asked to intimate about the registration immediately.
- After completion of registration process, participant are required to send the Screen shot of transaction or registration fees payment proof to us on or before the last date of registration.
- Any modification in the paper will not be accepted after the final submission date.
- Maximum up to five authors/ co-authors per paper is allowed for participate.
- No registration will be entertained after last date of registration.
- For participants registering late an extra amount of INR 500 will be charged for Indian participants and USD 10 for international participants

Participating members may register as per the following charges:

CATEGORIES	INTERNATIONAL	DOMESTIC
Workshop	USD 20	INR 1500
Student (Undergraduate)	USD 50	INR 1000
Student (Post Graduate)	USD 50	INR 1500
Doctoral Student	USD 75	INR 2000
Academician/Delegates	USD 100	INR 3000
Industrial Professional	USD 120	INR 5000

An additional fee of INR 500/- has to be paid for participants who wish to attend the workshop along with the conference

If you have any queries, please contact  
[imconf@iimshillong.ac.in](mailto:imconf@iimshillong.ac.in)



## BEST PAPER AWARD

The Best Paper will be awarded with  
INR 25,000/-



## PAYMENTS

- Any transfer done must be intimated through the conference id: [imconf@iimshillong.ac.in](mailto:imconf@iimshillong.ac.in)
- The e-mail should contain details, such as Name of the Participant, Amount paid and purpose.
- Payment link will be provided in the website.



## CONFERENCE VENUE

Online mode hosted from IIM Shillong,  
Meghalaya



## MODE OF OPERATION

Online



## ORGANIZING COMMITTEE

### Advisory Committee

**Professor D.P. Goyal**  
Director, IIM Shillong

**Professor Pradip H Sadarangani**  
Professor, IIM Shillong

**Professor Nripendra P. Rana**  
Professor in Marketing,  
College of Business and Economics,  
Qatar University, Doha, Qatar

### Scientific Committee

**Prof. Bidyut Jyoti Gogoi**  
Chairman

**Prof. Prasanta Chopdar**  
Co-Chairman

**Prof. Pratap Chandra Mandal**  
Member

**Prof. Vibhas Amawate**  
Member

### Member External Engagement and Hospitality

**Mr. Hemango Kishore Dutta**



## PUBLICATION

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



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