



INDIAN INSTITUTE OF MANAGEMENT SHILLONG

# iMarC2024

## 3rd INTERNATIONAL MARKETING CONFERENCE

*Marketing Transformations:  
Reimagine, Realign, and Rework*

**i**marC

Knowledge Partner

**SUNWAY**  
UNIVERSITY



Sunway  
**BUSINESS  
SCHOOL**

30th and 31st January, 2024



## CONFERENCE OVERVIEW

International Marketing Conference (iMarC) is an annual International referred marketing conference of IIM Shillong started in 2021. The 3<sup>rd</sup> International Conference in Marketing will be held to provide a platform to all marketing researchers and professionals from academia and industry to come together to discuss and deliberate on the current marketing transformations.

## CONFERENCE THEME

The theme of the conference is “**Marketing Transformations: Reimagine, Realign, and Rework**”.

At present, the field of Marketing is undergoing major transformations. Based on the transformations, Marketing needs to reimagine, realign, and rework their activities. The theme will initiate thinking and engage in discussions to all researchers about current and latest advancements in the field of marketing transformations in marketing area globally. This will also initiate 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 on anticipated problems in the field of Marketing.

## WHO SHOULD ATTEND THE CONFERENCE

Students, Academicians, 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 sub-themes include but not limited to:

### Subthemes

- Digital Marketing
- Omni Channel Marketing
- Customer Engagement
- Social Media Marketing
- Sustainability Marketing
- Social Marketing
- B2B Marketing
- Marketing Innovations
- Marketing Analytics
- Marketing Intelligence
- Content Marketing
- Ethical Marketing
- Crisis Marketing Strategies
- New trends in Direct Marketing
- Mass customization to personalization
- AI/ML in Marketing
- Social Media Marketing
- Consumer Behaviour
- Marketing in the era of Metaverse
- Mobile Marketing
- Celebrity Endorsement
- Tourism Marketing
- Luxury Marketing



## IMPORTANT DATES

<b>Submission of extended abstracts/full papers starts</b>	<b>1<sup>st</sup> October 2023</b>
<b>Last date of submission of extended abstracts/full papers</b>	<b>10<sup>th</sup> December 2023</b>
<b>Notification of acceptance of extended abstracts/full papers</b>	<b>2 weeks from the date of submission</b>
<b>Last date of registration</b>	<b>15<sup>th</sup> Jan 2024</b>
<b>Late registration</b>	<b>20<sup>th</sup> Jan 2024</b>
<b>Dates of Conference</b>	<b>30<sup>th</sup> &amp; 31<sup>st</sup> of January 2024</b>

## GUIDELINES TO AUTHORS FOR PAPER SUBMISSION

- An extended abstract should not exceed 2000 words.
- Word limit for full paper is 6000 words.
- 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 abstract (strictly between 200 and 250 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.
- The referencing style should be as per APA (7th edition) referencing guidelines.
- Manuscripts that do not follow the format will be rejected.
- If the paper requires revisions after review, we will send it back to you with comments and you must send the corrected paper within one week.
- For paper submission, please send your extended abstract/full 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.
- However, for individual certificates all co-authors have to pay the registration fee
- Registered members are asked to intimate about the registration immediately.
- After completion of registration process, participants 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:**

### Registration fee for Offline Participation

CATEGORIES	INTERNATIONAL	INDIAN
<b>Student (Undergraduate)</b>	<b>USD 50 + 18% GST</b>	<b>INR 1500 + 18% GST</b>
<b>Student (Post Graduate)</b>	<b>USD 50 + 18% GST</b>	<b>INR 1500 + 18% GST</b>
<b>Student (PhD)</b>	<b>USD 75 + 18% GST</b>	<b>INR 3000 + 18% GST</b>
<b>Academician</b>	<b>USD 100 + 18% GST</b>	<b>INR 6000 + 18% GST</b>
<b>Industry/Corporate Professional</b>	<b>USD 120 + 18% GST</b>	<b>INR 7000 + 18% GST</b>



## Registration fee for Online Participation

CATEGORIES	INTERNATIONAL	INDIAN
Student (Undergraduate)	USD 20 + 18% GST	INR 500 + 18% GST
Student (Post Graduate)	USD 20 + 18% GST	INR 500 + 18% GST
Student (PhD)	USD 30 + 18% GST	INR 1500 + 18% GST
Academician	USD 50 + 18% GST	INR 3000 + 18% GST
Industry/Corporate Professional	USD 75 + 18% GST	INR 4000 + 18% GST

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

## BEST PAPER AWARD

1 <sup>st</sup> Prize	INR 15,000/-
2 <sup>nd</sup> Prize	INR 7000/-
3 <sup>rd</sup> Prize	INR 3000/-

## Payments

The payment link will be provided later.

- 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, Paper id and purpose.

## ORGANIZERS

### Chief Patron



Prof. D.P. Goyal  
Director, IIM Shillong

### Advisory Committee



Prof. Lim Weng Marc  
Professor in Marketing  
Dean, Sunway Business School  
Sunway University, Malaysia



Prof. Nripendra N Rana  
Professor in Marketing  
College of Business and  
Economics,  
Qatar University, Doha, Qatar



Prof. Bipul Kumar  
Professor in Marketing  
Indian Institute of Management  
Indore



## Organizing & Scientific Committee

Prof. Bidyut Jyoti Gogoi	Chairman	Prof. Vibhas Amawate	Member
Prof. Lim Weng Marc	Co-Chairman	Prof. Biswajita Parida	Member
Prof. Prasanta Kumar Chopdar	Co-Chairman		
Prof. Pratap Chandra Mandal	Co-Chairman		

### CONFERENCE VENUE

Hybrid mode hosted from IIM Shillong, Meghalaya

### Pre-Conference Workshops: Online Mode

Preconference workshops will be held on 28th and 29th of Jan 2023. A participant has to pay (INR 1000/- + 18% GST) separately for attending the pre-conference workshops.

#### 1. PLS-SEM

Duration: half a day

Resource Person: will be announced shortly.

Date: 28th of Jan 2024

#### 2. Time Series Analysis

Duration: Half a day

Resource Person: will be announced shortly.

Date: 28th of Jan 2024

#### 3. Paper development workshop for early stage researchers: targeting high impact journals –

Duration: Half a day

Resource Person: Professor Lim Weng Marc, Sunway Business School, facilitated by Prof. Parijat Upadhyay, IIM Shillong.

Date: 29th of Jan 2024

### PUBLICATION

All the accepted abstracts, extended abstracts and papers will appear in the proceedings with an ISBN number. Selected papers will be published in special issue of IIMS Journal of Management Science. The papers need to comply with the standards of the journal and the publisher, SAGE.

### Mode of Operation

Hybrid (Both Offline and Online)

### Accommodation

Participants are requested to arrange their own accommodation.

### Contact Us

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