

MARKETING TRANSFORMATIONS:

Reimagine,
Realign, and
Rework

Knowledge Partner

Sunway
**BUSINESS
SCHOOL**

SUNWAY
UNIVERSITY

The background of the lower section is an aerial photograph of the IIM Shillong campus, showing a large white building with a green roof, surrounded by lush green trees and hills in the distance.

iMarC-III 2024

3rd INTERNATIONAL MARKETING CONFERENCE



CONFERENCE OVERVIEW

International Marketing Conference (iMarC) is an annual International referred Marketing conference of IIM Shillong started in 2021. The 3rd 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.

THEME

Embarking on a compelling journey of evolution, the field of Marketing is currently undergoing profound transformations that beckon for a comprehensive reconsideration of strategies. In light of these sweeping changes, there arises a critical need for Marketing to not only reimagine but also realign and rework its core activities. The forthcoming theme is strategically crafted to ignite intellectual curiosity and inspire insightful discussions among researchers. It serves as a focal point for delving into the latest global advancements in the dynamic landscape of Marketing transformations, acting as a catalyst for the exchange of cutting-edge ideas across the spectrum of scholars and practitioners alike.

OBJECTIVE

The main objective of this 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

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. The possible topics for conference submissions include, but are not limited to, the following sub-themes:

SUBTHEMES

- Digital Marketing
- Omni Channel Marketing
- Customer Engagement
- Social Media Marketing
- Sustainability Marketing
- Social Marketing
- Tourism Marketing
- Luxury 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
- B2B Marketing
- Marketing Innovations
- Marketing Analytics
- Marketing Intelligence
- Content Marketing
- Ethical Marketing
- Mobile Marketing
- Celebrity Endorsement

SUBMISSION GUIDELINES

- The conference accepts both extended abstracts and full papers.
- The extended abstract must be a minimum of 700 words and should not exceed 2000 words.
- The full paper should not exceed 6000 words.
- Both the extended abstract and full paper must accompany an abstract (strictly between 100-200 words) and 4-5 keywords.
- The full paper should have a title page containing the paper title, name(s) of the author(s), affiliation, and e-mail address of the corresponding author.
- The main document should be double-spaced, with one-inch margins on all sides, and the pages should be numbered consecutively .
- The paper should follow Times New Roman 12-point font and should be submitted in a Word document or PDF.
- The paper should follow the APA (American Psychological Association) 7th edition referencing style.
- Only submissions in the English language will be considered.
- Submissions not adhering to the guidelines will not be considered.
- For detailed guidelines and submission of your extended abstracts/full papers, please visit <http://conf.iimshillong.ac.in/imarc>

BEST PAPER AWARD

1 st Prize	INR 15,000/-
2 nd Prize	INR 7,000/-
3 rd Prize	INR 3,000/-

IMPORTANT DATES

01

October 2023

Submission of extended
abstracts/full papers
starts

15

January 2024

Last date of registration

10

December 2023

Last date of submission of
extended abstracts/full
papers

20

January 2024

Late registration

20

December 2023

Notification of acceptance
of extended abstracts/full
papers

30 31

January 2024

Dates of Conference

PUBLICATION OPPORTUNITIES

All the accepted extended abstracts and papers will appear in the proceedings with an ISBN number.

Selected papers presented at the conference will have the opportunity to be fast-tracked for publication in the following journals:

- **Global Business and Organizational Excellence**
- **International Journal of Quality and Innovation**
- **IIMS Journal of Management Science**

The publication will depend on the required rounds of the peer review process and adherence to the respective journal publication norms and guidelines.



**PUBLICATION
PARTNERS**

REGISTRATION FEES

FOR OFFLINE PARTICIPATION

Categories	International	Indian
Student (Undergraduate)	USD 50 + 18% GST	INR 1500 + 18% GST
Student (Post Graduate)	USD 50 + 18% GST	INR 1500 + 18% GST
Student (PhD)	USD 75 + 18% GST	INR 3000 + 18% GST
Academician	USD 100 + 18% GST	INR 6000 + 18% GST
Industry/Corporate Professional	USD 120 + 18% GST	INR 7000 + 18% GST

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

For late registrations, an extra amount of INR 500 will be charged from Indian participants and USD 10 from international participants

IMPORTANT LINKS

PAPER SUBMISSION

<http://conf.iimshillong.ac.in/imarc>

IMARC WEBSITE

<https://www.iimshillong.ac.in/events-and-conferences/conferences/imarc/about>

PRE-CONFERENCE WORKSHOP REGISTRATION

<https://forms.gle/dFeScF5Ux8yKqCkp6>

CONFERENCE COMMITTEE



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 P. 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
IIM Shillong
(Chairman)

Prof. Lim Weng Marc
Sunway Business School,
Sunway University
(Co-Chairman)

Prof. Prasanta Kumar Chopdar
IIM Shillong
(Co-Chairman)

Prof. Pratap Chandra Mandal
IIM Shillong
(Co-Chairman)

Prof. Vibhas Amawate
IIM Shillong
(Member)

Prof. Biswajita Parida
DMS, IIT Delhi
(Member)

VENUE

Hybrid mode hosted from
IIM Shillong, Meghalaya

ACCOMMODATION

Participants are requested to arrange
their own accommodation

PRE-CONFERENCE WORKSHOPS

Date: 28th and 29th January 2024

Mode: Online

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: Prof. Prasanta Kr Chopdar, IIM Shillong

Date: 28th of Jan 2024

2. Time Series Analysis

Duration: Half a day

Resource Person: Prof. Pradeep Kumar Dadabada, IIM Shillong

Date: 28th of Jan 2024

3. Paper Development Workshop for Early Stage Researchers: Targeting High Impact Journals

Duration: Half a day

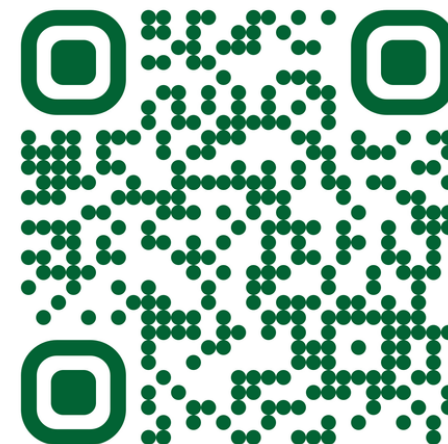
Resource Person: Prof. Lim Weng Marc, Sunway Business School,

Facilitator: Prof. Parijat Upadhyay, IIM Shillong.

Date: 29th of Jan 2024

Register for the pre-conference workshops by scanning the QR code given.

QR CODE



CONTACT US

Indian Institute of Management
Shillong, Umsawli
East Khasi Hills
Meghalaya
India- 793018
Email: imconf@iimshillong.ac.in
Tel: (0364) 230-8052