



iMarC - IV 2025

4th INTERNATIONAL MARKETING CONFERENCE

23rd & 24th January 2025

**BRIDGING THE GAP BETWEEN
MARKETING THEORY & PRACTICE:**

INFUSION, INCLUSION & INTEGRATION

Knowledge Partner





CONFERENCE OVERVIEW

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

The 4th 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 bridging the gap between Marketing Theory and Practice.

Objectives

The main objective of the 4th International Marketing Conference is to provide a platform to discuss, deliberate and share knowledge about the marketing concepts and theories which can help solve practical or real-time problems.

Theme

The theme of the conference is **“Bridging the gap between Marketing Theory and Practice: Infusion, Inclusion & Integration.**

The gap between academia and industry can be bridged by infusion of concepts and ideas into practice, inclusion of marketing theories and models into solving problems and holistic integration of stakeholders to design effective models and strategies for meaningful outcomes.

Who should attend?

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

Call for paper

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:

SUB THEMES

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

PUBLICATION

All the accepted abstracts, extended abstracts 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.



BEST PAPER AWARD

-  **INR 15,000/-**
-  **INR 10,000/-**
-  **INR 5,000/-**

REGISTRATION

- At least one author of each accepted paper must be registered for the conference for that paper presentation and the paper abstract to appear in the conference proceedings.
- All participants appearing physically have to pay the registration fee.
- However, for individual certificates, all co-authors have to pay the registration fee.
- Registered members should 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 participation.
- No registration will be entertained after last date of registration.

AUTHOR 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>



[Click Here to Submit your Abstract/Paper](http://conf.iimshillong.ac.in/imarc)

FOR OFFLINE PARTICIPATION

Categories	International	Indian
Student	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	USD 30 + 18% GST	INR 2000 + 18% GST
Academician	USD 50 + 18% GST	INR 5000 + 18% GST
Industry/Corporate Professional	USD 75 + 18% GST	INR 6000 + 18% GST

A participant has to pay (INR 1000/- + 18% GST) separately for attending the pre-conference workshops.

DISTINGUISHED SPEAKERS



Prof. Dipayan Biswas
Frank Harvey Endowed
Professor of Marketing
MUMA College of
Business
University of south
Florida (Tampa)



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



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



Prof. Nripendra P. Rana
Professor in Digital
marketing and systems
Queen's Business School
Queen's University
Belfast
United kingdom

PRE CONFERENCE WORKSHOP

21st and 22nd January 2025



**PROF. ROHIT
JOSHI**

**PROFESSOR, DEAN- ACADEMICS
IIM SHILLONG**

**TOPIC :
LEVERAGING MULTI-CRITERIA
DECISION-MAKING FOR
CUSTOMER-CENTRIC
MARKETING**



**PROF. MURUGAN
PATTUSAMY**

**ASSISTANT PROFESSOR
HYDERABAD UNIVERSITY**

**TOPIC :
MEDIATION AND
MODERATION ANALYSIS
USING R**



**PROF. LIM WENG
MARK**

**PROFESSOR
SUNWAY UNIVERSITY**

**TOPIC :
SYSTEMATIC LITERATURE
REVIEW AND
BIBLIOMETRIC ANALYSIS**



**PROF. JASPREET
KAUR**

**PROFESSOR
DELHI SCHOOL OF BUSINESS**

**TOPIC :
QUALITATIVE ANALYSIS
USING NVIVO**

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



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Professor in Digital
marketing and systems
Queen's Business School
Queen's University Belfast
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Prof. Bipul Kumar
Professor in Marketing
Indian Institute of
Management
Indore

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Sunway Business School,
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IIM Shillong
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Prof. Sheetal
IIM Shillong
(Member)

Sudhanshu Shekhar
IIM Shillong
PhD Scholar

Nikeeta Jain
IIM Shillong
PhD Scholar

IMPORTANT DATES

2024



Submission of extended abstracts/full papers starts



Notification of acceptance of extended abstracts/full papers

2025



Last date of registration



Pre Conference Workshop



Dates of the Conference

The payment link will be provided later.

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, Paper ID and purpose.

VENUE

Hybrid mode hosted from IIM Shillong,
Umsawli, Meghalaya

ACCOMMODATION

Participants are requested to arrange their own accommodation

CONTACT US

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Umsawli, East Khasi Hills, Meghalaya, India- 793018

Email: imconf@iimshillong.ac.in

PhD Office: (0364) 230-8052