



भारतीय प्रबंध संस्थान शिलॉंग
Indian Institute of Management Shillong

iMarC - V 2026

5th INTERNATIONAL MARKETING CONFERENCE

**"People, Privacy, and Personalization: Bridging
Traditional and Digital Marketing in a New Era"**

21st - 22nd January, 2026



CONFERENCE OVERVIEW

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

The 5th 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

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

The 5th 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.

THEME

"People, Privacy, and Personalization: Bridging Traditional and Digital Marketing in a New Era"

This theme explores the intersection of consumer privacy, personalized experiences, and evolving marketing strategies. It highlights how traditional and digital marketing can converge to meet modern expectations, emphasizing ethical data use, trust-building, and innovation. Attendees will uncover insights to effectively engage audiences while respecting their privacy in a digital-first world.

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
- Traditional Marketing
- Digital Marketing

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 for publication in the following journal:

- **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 (file name.docx).
- 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>

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. Subhadip Roy
Professor
IIM Ahmedabad



Prof. Bipul Kumar
Professor
IIM Indore

iMarC-V: Pre-Conference Workshop

META-ANALYSIS

RESEARCH ANALYSIS TOOL

AI ETHICS

ACADEMIC WRITING



CONFERENCE COMMITTEE

CHIEF PATRON



Prof. Naliniprava Tripathy
Director-in-Charge
IIM Shillong

ADVISORY COMMITTEE



Prof. Subhadip Roy
Professor
IIM Ahmedabad



Prof. Bipul Kumar
Professor
IIM Indore

ORGANIZING & SCIENTIFIC COMMITTEE

Prof. Bidyut Jyoti Gogoi
(Chairperson)

Prof. Pratap Chandra Mandal
(Member)

Prof. Sheetal
(Member)

Prof. Vibhas Amawate
(Member)

Prof. Sanjita Jaipuria
(Member)

Conference Co-ordinators :
Anushri Kesarwani, PHD Scholar
Sagarika Paul, PHD Scholar

IMPORTANT DATES

2025

01
AUG

Submission of extended
abstracts/full papers starts

10
DEC

Notification of acceptance of
extended abstracts/full papers

2026

10
JAN

Last date of registration

Pre Conference Workshop
19th & 20th January

Dates of the Conference
21st & 22nd January

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

Address: Indian Institute of Management Shillong Umsawli, East Khasi Hills, Meghalaya, India- 793018

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