भारतीय प्रबंध संस्थान शिलाँग
Indian Institute of Management Shillong

imarC - VI 2027

6th INTERNATIONAL MARKETING CONFERENCE

Theme

Marketing for the Future: Merging Mission, Metrics, and Manifestation

Pre-Conference	Conference
30th - 31st January 2027	1st - 2nd February 2027



@IIMShillong

Conference Overview

The International Marketing Conference (iMarC), hosted by the Indian Institute of Management Shillong, is a premium annual forum for marketing scholars, industry practitioners, and policymakers from around the world. Since its inception in 2021, iMarC has facilitated meaningful dialogue on emerging trends, innovative strategies, and pressing challenges shaping the marketing landscape. The conference offers a dynamic and collaborative platform for interdisciplinary engagement, fostering the exchange of cutting-edge research and practical insights.

With a strong emphasis on relevance, impact, and future readiness, iMarC continues to advance the frontiers of marketing thought and practice. By encouraging interdisciplinary insights and forward-looking discussions, the conference seeks to shape resilient, responsible, and future-ready marketing ecosystems. It further promotes knowledge co-creation and actionable outcomes, reinforcing its commitment to bridging theory and practice in meaningful ways.

Objectives

Marketing Conference is to provide a platform for discussing, deliberating, and sharing knowledge on how organizations can effectively align mission-driven values with measurable business outcomes, and translate them into meaningful actions that create sustainable and impactful value.

Theme

"Marketing for the Future: Merging Mission, Metrics, and Manifestation"

This theme captures the imperative for organizations to move beyond fragmented strategies toward true alignment of purpose, performance, and practice.

In today's hyper-aware and data-rich environment, consumers demand not only authenticity but also verifiable impact, making superficial messaging increasingly ineffective. Metrics provide the rigour to track performance, but it is the mission that defines strategic direction and creates deeper meaning. Manifestation bridges the gap between intent and reality by ensuring that brand values are consistently experienced across all touchpoints. Together, this integrated approach enables organisations to build enduring trust, sustain relevance, and drive long-term value in an increasingly conscious and accountability-driven marketplace.

Who should attend?

Students, Academicians, Corporate professionals, and Government bodies.

Call for Paper

Academic papers in line with the conference themes are invited from both academia and industry professionals.

Sub Themes

- Digital, Data-Driven & AI-Powered Marketing
- Consumer Behavior, Psychology & Customer Experience (CX)
- Personalization, Customer Engagement & Journey Management
- Social Media, Content & Influencer Marketing Ecosystems
- Immersive Marketing (AR/VR, Metaverse & Spatial Experiences)
- Marketing Analytics, Intelligence & Decision Sciences
- Sustainable, Ethical & Responsible Marketing
- Omni-channel, Retail & Commerce Transformation
- Direct-to-Consumer (D2C) & Platform-Based Marketing Models
- Marketing Communication, Branding & Storytelling
- Celebrity, Influencer & Virtual Endorsements
- Sector-Specific Marketing (Tourism, Luxury, B2B, Healthcare, Education)
- Crisis, Risk & Reputation Management in Marketing
- Traditional & Integrated Marketing Approaches
- Mobile, Voice & Conversational Marketing
- Innovation, Disruption & Future of Marketing
- Customer Data, Privacy & Trust-Based Marketing
- Community, Culture & Relationship Marketing
- Global, Glocal & Cross-Cultural Marketing
- Emerging Technologies in Marketing (IoT, Blockchain, Web3)
- Subscription, Sharing & Experience Economy Marketing
- Neuromarketing & Advertising technology
- Social Commerce, Live Commerce & Digital Marketplaces
- Purpose-Driven, Impact & ESG Marketing and Sales

Publication

All the accepted abstracts and extended abstracts will appear in the Book of Abstracts 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 the participants have to register according to the mode of presentation. All the co-authors must register in the same mode.
- For each accepted paper, authors have to register separately.
- However, for individual certificates, all co-authors have to pay the registration fee for each paper.
- Registered members should inform iMarC team about the registration immediately via mail.
- After completion of the registration process, participants are required to send a screenshot of the transaction or registration fee 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 the 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 1000 words (including references).
- The full paper should not exceed 6000 words (including references).
- 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/doc)/ a PDF (file name.pdf).
- File name should be same as submission id number.
- 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

Offline Mode

	Indian Fees	International Fees
Student	INR 4000 + 18% GST	USD 150 + 18% GST
Academician	INR 7000 + 18% GST	USD 150 + 18% GST
Industry/Corporate Professional	INR 10000 + 18% GST	USD 150 + 18% GST

Online Mode

	Indian Fees	International Fees
Student	INR 3500 + 18% GST	USD 100 + 18% GST
Academician	INR 6500 + 18% GST	USD 100 + 18% GST
Industry/Corporate Professional	INR 7500 + 18% GST	USD 100 + 18% GST

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

Publication Partner

IIMS JOURNAL OF MANAGEMENT SCIENCE | spectrum Journals Powered by SAGE

IIMS Journal of Management Science, published by Sage Publishing is the publication partner for this conference.



Pre-Conference Workshop



James Gaskin

Professor

Brigham Young University

Topic: *"CB-SEM"*



Yukti Sharma

Assistant Professor

IIM Trichy

Topic: *"Experimental Research Design Method"*

30th Jan, 2027



Shubhabrata Basu

Professor

IIM Indore

Topic: *"Configurational Approachusing FSQCA"*



Saravana Jaikumar L

Associate Professor

IIM Calcutta

Topic: *"LLM for Research"*

31st Jan, 2027

Confernce Committee



Chief Patron

Prof. Arun Mohan Sherry
Director
IIM Shillong

Advisory Committee



Prof. Naliniprava Tripathy
Professor
IIM Shillong
Chief Advisor



Prof. Bipul Kumar
Professor
IIM Indore



Prof. Subhadip Roy
Professor
IIM Ahmedabad



Prof. Saravana Jaikumar L.
Associate Professor
IIM Calcutta

Organizing Committee



Prof. Bidyut Jyoti Gogoi
Chairperson
IIM Shillong



Prof. Achinta Kr. Sarmah
Member
IIM Shillong



Prof. Pratap C Mandal
Member
IIM Shillong



Prof. Ravi S Bhakat
Member
IIM Shillong



Prof. Sheetal
Member
IIM Shillong

Conference Co-ordinators



Anushri Kesarwani
PHD Scholar
IIM Shillong



Jitul Boro
PHD Scholar
IIM Shillong

Important Dates

Submission of extended abstracts/full papers starts	**10th May 2026**
Last date of submission of extended abstracts/full papers	**10th Nov 2026**
Last Notification of acceptance of extended abstracts/full papers	**10th Dec 2026**
Last date of registration	**20th Dec 2026**
Dates of Pre-Conference Workshop	**30th - 31st Jan 2027**
Dates of Conference	**1st - 2nd Feb 2027**

Payment

The payment link will be provided later.

Any transfer done must be intimated through the conference id:
imconf@iimshillong.ac.in

The email should include:

- Name of the Participant
- Amount Paid
- Paper ID
- Purpose

Venue

Hybrid Mode

hosted from

IIM Shillong, Umsawli, Meghalaya

Accommodation

Participants are requested to arrange their own accommodation.



Contact Us

For any queries, please reach out to:
Email: *imconf@iimshillong.ac.in*