



## Introduction

The theme of Conference of Marketing Scholars and Practitioners (CMSP -2011) “*Global Uncertainties, Issues, Opportunities & Challenges*” is intended to spur thinking on these concerns. We need richer theories to help understand how consumers react to not just a slow down in economy but to the uncertainties at large. From a managerial perspective, we need to better understand whether fundamental rethinking is needed - Are things like 'CRM' and 'Experiential Marketing'(recently active topics in the field) still viable in this uncertain world, or being replaced by a simple focus on core product and service value?

For this conference, we particularly encourage papers which touch on all areas of the marketing mix, consider societal implications, consumer perspectives, services, relationships, and macro-level analyses of issues related to uncertainties. This event endeavors to bring all academics, researchers, practicing managers and students together to share their ideas and research findings, discuss contemporary issues and challenges in business and industry.

Knowledge and idea shared during the conference will be disseminated to the wider community of academics and practitioners through publication of Conference Proceedings (Full Paper) bearing an International Standard Book Number (ISBN). A few selected papers will be published in International Journal of Management Research (published by Apeejay School of Management, in collaboration with Philadelphia University, Philadelphia, USA) and in the Apeejay Business Review (bi-annual journal of Apeejay School of Management, New Delhi).

### **Apeejay School of Management**

- ▶ Set up as Center of Excellence under the aegis of Apeejay Education Society (AES) in 1993 as part of holistic vision of distinguished philanthropist Late Dr Styra Paul
- ▶ Rated A++ in 2010 Best B-Schools Survey (Business India)
- ▶ Ranked among top 2% private B-Schools in the country (Outlook, Open)
- ▶ Ranked 29<sup>th</sup> as recruiters' choice in marketing discipline, by Economic Times, 2011.
- ▶ Academic Collaboration with Philadelphia University, USA, Normandy Business School, France, and Yunnan University, China

### **Apeejay Education Society**

- ▶ Established in 1967 to fulfill the vision and mission of its founder Dr Styra Paul
- ▶ 29 educational institutions, 30000 students and 2000 faculty
- ▶ AES schools offer primary to senior secondary education
- ▶ AES colleges offer higher education at graduate, post-graduate and doctoral levels in Fine Arts, Humanities, Commerce and Science
- ▶ Professional institutions under the aegis of AES offer Communication, Management, Computer Sciences, Architecture etc. courses at all levels, i.e. degree, post-degree, doctoral and post-doctoral, besides research and consultancy services to industry

## Call for Papers

Original research papers (both theoretical and empirical) are invited on current issues in any of the following areas:

### **Technical Session I**

#### **Theme: New Product Development**

##### ***Sub-themes:***

- Managing the NPD Process and Adoption in Turbulent Times
- Service Innovation
- Product design for rural and BOP markets

### **Technical Session III**

#### **Theme: Consumer Behavior**

##### ***Sub-themes:***

- Understanding the Market in Turbulent Times & uncertainty
- Social media and influence on consumer behavior
- Understanding Online and Offline Consumer Behavior

### **Technical Session II**

#### **Theme: Branding & Promotion**

##### ***Sub-themes:***

- Evolving Marketing Strategies in Social Networks
- Branding in a Tumultuous Economy
- Social Media getting integrated in Marketing Communications

### **Technical Session IV**

#### **Theme: Marketing in the era of Digitalization**

##### ***Sub-themes:***

- Digital Media: Issues of Effectiveness, Interactivity and Creativity
- Mobile and Online Marketing Communications

(This is an indicative list. Contributions from areas not listed above can also be considered.)

### **Guidelines for Contributors**

- Please submit an abstract of your research paper in 250-300 words stating objective, rationale, methodology, findings, originality/values and key words.
- Abstracts should be submitted electronically to the Conference Convener at [marketingconference.asm@gmail.com](mailto:marketingconference.asm@gmail.com)
- Last date for submitting abstracts is 30<sup>th</sup> July 2011. Acceptance will be intimated by 5<sup>th</sup> August 2011.
- After acceptance of abstract, full paper should be submitted by 29<sup>th</sup> August 2011.
- Full-length papers should be submitted electronically in word format as an attachment to the Conference Convener at [marketingconference.asm@gmail.com](mailto:marketingconference.asm@gmail.com)
- Submitted papers must NOT have been previously presented, published, accepted for publication, and if under review, must NOT appear in print before **23<sup>rd</sup> September 2011**.
- The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE document created in M S WORD format. Number all the pages of the paper.
- Length of the paper must not exceed 10 pages (including all tables, appendices and references).
- References should be provided using American Psychological Association (APA) Style-sheet.
- Use Times New Roman 12-pitch font, single spaced, and 1-inch (2.5 cm) margin all around. and Changes in the paper title, abstract, authorship, and actual paper would not be possible AFTER the submission deadline.
- Check that paper prints correctly (i.e. all imported figures and tables are there), and ensure that the file is virus-free.
- Paper presentation must be led by a faculty incase one of the author is a PhD scholar. However, PhD scholars may be allowed to present their papers in the poster session.
- Post graduate students may attend the conference but they can not contribute/present any paper.

Submission of a paper implies that should the paper be accepted, at least one of the authors will register and present the paper in the conference.

## Registration

Category	Registration Fee in INR
Academics/Corporate	1500
Research Scholars/Students	1000

## Important Dates

Last Date for submission of Abstracts:	<b>30<sup>th</sup> July 2011</b>
Intimation of acceptance:	<b>5<sup>th</sup> August 2011</b>
Last Date for submission of Full Length Papers:	<b>29<sup>th</sup> August 2011</b>
Date for registration:	<b>9<sup>th</sup> September 2011</b>
Last Date for submission of PPTs:	<b>16<sup>th</sup> September 2011</b>
Conference Date:	<b>23<sup>rd</sup> September 2011</b>

## Distinguished Speakers

**Prof. M. C. Kapoor**, Formerly Dean, Faculty of Commerce, University of Delhi, Delhi

**Prof D. P. S. Verma**, Formerly Professor, Delhi School of Economics, Delhi

**Mr Praphul Misra**, CEO, NetCarrots Loyalty Services, New Delhi

**Prof. Sanjay Jain**, Head, Department of Commerce, University of Delhi, Delhi

**Prof. Mukesh Chaturvedi**, Professor, BIMTECH, Ghaziabad

**Prof.Amit Mookerjee**, Head Research & Analytics, NCAER, Delhi`

## Organizers

### Convener:

Dr. Etinder Pal Singh

### Co-Conveners:

Prof. Shilpa Bhaskar  
Assistant Professor  
Mobile no. 9968233662

Prof. Manisha Bachheti  
Assistant Professor  
Mobile no. 9810363323

### Contact Us

Prof. Shilpa Bhaskar / Prof. Manisha Bachheti (Co-Conveners, CMSP -2011)

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**Conference of Marketing Scholars and Practitioners  
CMSP -2011**

**Global Uncertainties, Issues, Opportunities & Challenges**

**23<sup>rd</sup> September 2011**

**Apeejay School of Management New Delhi**

**Registration Form**

(Please use Printout/Photocopy of this form for registration)

Name:

Designation:

Organization:

Mailing Address:

Cell No.

Email Id:

Participation Category:

Are you presenting Paper: Yes / No

If yes, Title of Paper:

Co-Author, if Any:

Payment Details:

Demand Draft No.:

Date:

Banker's Name:

Amount:

Signature

\* Registration fee must be paid by Demand Draft in favor of "Apeejay School of Management, New Delhi", payable at New Delhi, along with duly filled registration form, latest by 9th September 2011.

\* Address For Communication

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