3rd CONFERENCE OF MARKETING SCHOLARS AND PRACTITIONERS

EMERGING TRENDS, OPPORTUNITIES AND CHALLENGES

(CMSP-2015)

June 26, 2015

Apeejay School of Management

Sector 8, Institutional Area, Dwarka, New Delhi-110077
Telephone: 011-25363979/80 Fax: 011-25363985
Website: www.apeejay.edu/asm
Email: marketingconference.asm@gmail.com
About the Conference

The theme of the third Edition of Conference of Marketing Scholars and Practitioners (CMSP -2015) “Emerging Trends, Opportunities and Challenges” is intended to spur thinking on these areas. We need richer theories and their novel applications to help understand how consumers react to changes happening in the society and the world.

From a managerial perspective, we need to better understand whether fresh thinking and new practices are required in order to fully exploit the emerging opportunities and face the associated challenges. The conference intends to address the need of creating and sharing knowledge concerning next level of marketing theories, practices and evolved consumers.

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 changes and emerging trends. 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. All accepted papers (Full Paper) will be published in Conference Proceedings bearing an International Standard Book Number (ISBN).

About Apeejay School of Management

Apeejay School of Management (ASM) was established as an international centre of excellence in Management in 1993 by Apeejay Education Society (AES). In a span of 22 years, ASM has carved out a niche in the corporate and academic circles. Recognition by AICTE and equivalence of its PGDM to MBA by AIU is a testimony of the quality education being imparted at the institute. It has also been accorded accreditation by the National Board of Accreditation (NBA), as well as International Accreditation by the Association of Business Schools and Programs (ACBSP), USA.

The Business India rated the Institute as A+++ in 2014 Best B-Schools Survey. The Institute has academic collaboration with Philadelphia University, USA, Normandy Business School, France, etc and strategic corporate tie-up with ICICI Securities, Quality Council of India, Net Carrot Loyalty Services, National Entrepreneurship Network, etc. It also conducts regular training sessions for Managers of corporate like Maruti Suzuki India Ltd. besides for faculty of several colleges & Universities in India and SAARC region countries.

Call for Papers

Original Research Papers (both empirical and conceptual) are invited from academicians, industry practitioners and research scholars, engaged in the field of Management. The Conference topics may include, but are not limited to:
Technical Session I: Product, Pricing and Distribution
- Managing the NPD Process and Adoption in Changing Times
- Trends in Service Innovations
- Product Design for Rural and BOP Markets
- Pricing

Technical Session II: Consumer Behaviour
- Understanding the evolving Markets, Society and Consumer
- Social Media and influence on Consumer Behaviour
- Understanding online and offline Consumer Behaviour
- Use of Big Data in understanding Consumer Behaviour

Technical Session III: Branding and Promotion
- Evolving marketing strategies in Social Networks
- Branding in a Dynamic World
- Social Media getting integrated in Marketing Communications

Technical Session IV: Marketing in the Era of Digitization
- Digital Media: Issues of Effectiveness, interactivity and Creativity
- Mobile and Online Marketing Communications

(This is an indicative list. Any other topic related to the theme is also welcome)

Original contributions in the form of theoretical and empirical papers on the above mentioned tracks are invited from academics, research scholars as well as practitioners. Contributors are free to take up any contemporary theme within a track.

Submission Guidelines
- The paper should begin with a title, a short abstract, and a list of key words.
- The total length of the paper must not exceed six pages including references and appendices.
- Single-line spacing, 10 size font, Times New Roman, MS Word compatible format text.
- The top margin should be 1”, bottom 1”, left 0.6” and right 0.6” portrait with 0.5” header and 0.5” footer margins.
- The title should appear at the first page in 14 size font, below which the name of the author(s) in bold with affiliation and e-mail id should be provided centrally aligned in 12 font size.
• Tables and figures should be numbered consecutively. Insert tables and figures in the text where they are meant to appear.
• Present references in APA format.

View Template_for_Full_Paper_CMSP2015.doc for final copy.

Conference Publications

All accepted conference papers will be published in the Book Proceedings (Full Paper) bearing an International Standard Book Number (ISBN).

Registration Details

• Registration Fee: Rs. 2000/-
• Registration fee may be paid through Demand Draft drawn in favour of ‘Apeejay School of Management’ payable at New Delhi latest by 1st June, 2015.

Important Dates:

• Last Date for Submission of Full Paper : 20th May, 2015
• Intimation of Acceptance of Full Paper : 25th May, 2015
• Last Date of Registration : 1st June, 2015
• Last Date of submission of Final Copy : 1st June, 2015
• Conference Date : 26th June, 2015

For any queries regarding conference, please contact:

Convener
Prof. Amit Sareen

Co-Conveners
Dr. Shalini Vermani, Dr. Chhaya Wadhwa, Prof Ruchi Malik, Prof Preeti Suryawanshi

Address for Correspondence

Apeejay School of Management,
Sector -8, Dwarka, New Delhi –110077
Phone: 011- 2536 3979/ 80
E-mail: marketingconference.asm@gmail.com
Website:www.apeejay.edu/asm
Apeejay School of Management, New Delhi

3rd Conference of Marketing Scholars and Practitioners (CMSP -2015)

Emerging Trends, Opportunities and Challenges

26th June, 2015

Registration Form
(Please use Printout of this form for registration)

Name: ..................................................................................................................

Designation: ........................................................................................................

Organization: ......................................................................................................

Mailing Address: ..................................................................................................

Mobile No...........................................................................................................

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Participation Category: ......................................................................................

Title of Paper: ....................................................................................................

Co-Author, if Any: ..............................................................................................

Are you presenting Paper: Yes / No ..................................................................

Payment Details: ..................................................................................................

Demand Draft No.:...................... Date:..................................................

Bank 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 1st June 2015.

•Address for correspondence

Prof Amit Sareen
Apeejay School of Management,
Sector 8, Institutional Area, Dwarka, New Delhi 110077
Email: marketingconference.asm@gmail.com