

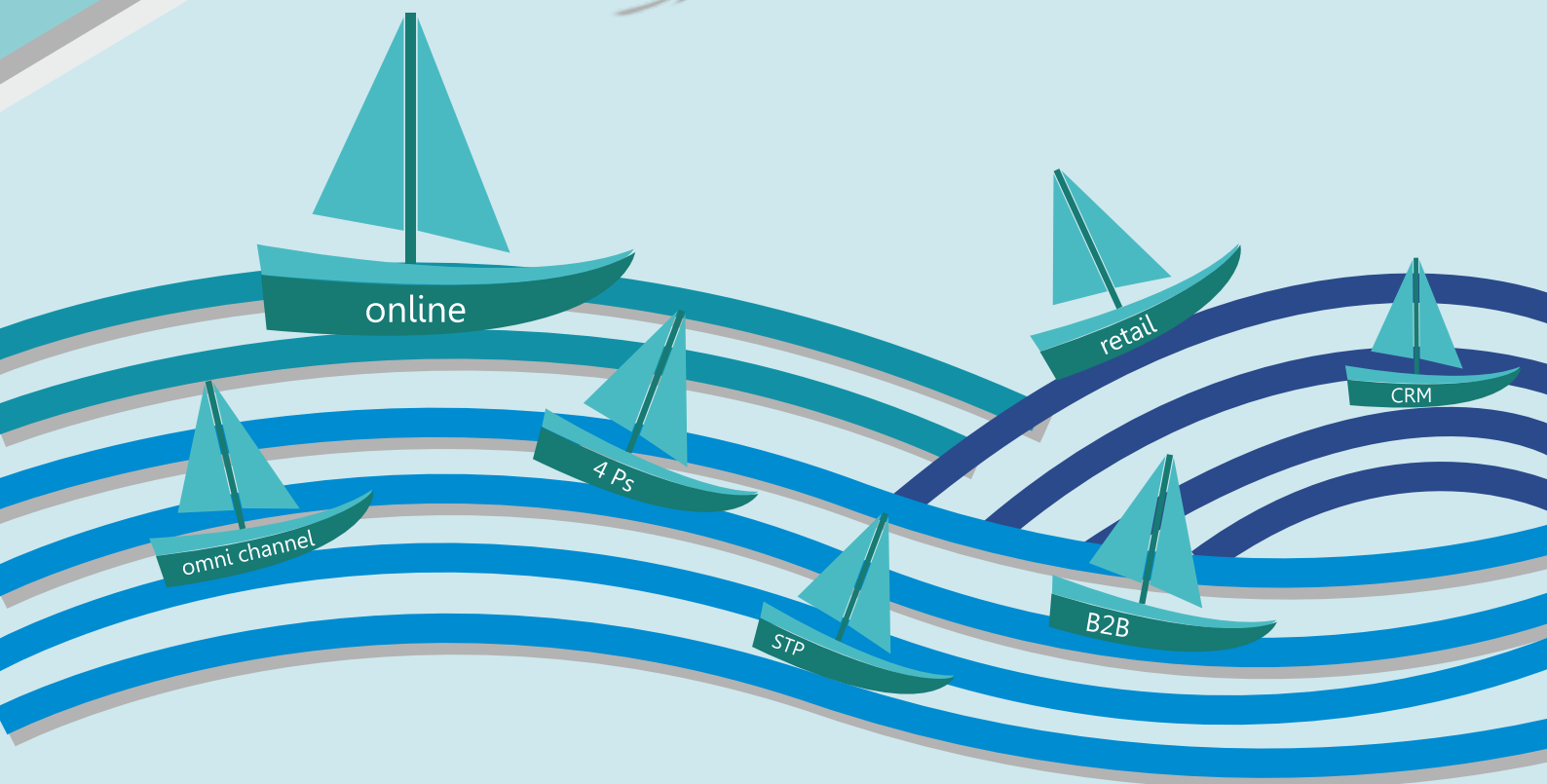
Shri Dharmasthala Manjunatheshwara
Institute for Management Development

Second Annual Conference on **Emerging Trends in Marketing**

28th October 2016, Mysuru, India



Marketing in Turbulent Times





Conference Theme: Marketing in Turbulent Times

Marketing at a Crossroads

Marketing has undergone a tectonic shift in the past decade. The exponential growth and diffusion of technology and increasing demands by customers have put the marketers in an unenviable spot. The conventional marketing concepts of 4 Ps, PLC and STP are undergoing a refresh and reboot.

New paradigms, innovation and advanced practices in marketing are emerging by the day – be it usage of big data in customer relationship, data analytics in media planning and promotion, intensive and targeted use of social media in marketing communication, apps and videos as a tool for customer engagement, Omni-channel in retailing, servitization in services marketing, growing importance of ethics, sustainability and social responsibility in marketing, flipping of B2B marketing from being sales driven to customer experience driven.... the list is endless.

The marketers are challenged at every stage. While the management and CFOs demand maximum ROI on marketing investment, the customers on the other hand demand maximum worth for their dosh. The marketer is caught between devil and deep sea.

Conference Objective

In the current complex context, the objective of our 'Second Annual Conference on Emerging trends Marketing' is to provide a platform for the industry, marketing practitioners and academia to share their knowledge and experiences. The conference is expected to be a confluence of marketing minds, where there will be active sharing of best practices of contemporary marketing.

Conference Theme

The conference theme is 'Marketing in Turbulent Times' and will focus on the contemporary and emerging trends, development, technology and innovation in marketing and customer relationship. The conference will have both conceptual and empirical papers in the following areas of marketing:

- Advertising
- B2B Marketing
- Brand Management and Strategy
- Consumer Behaviour
- Cause Marketing
- Digital Marketing
- Event Marketing
- Value driven Marketing
- Green Marketing
- International Marketing
- Internet Marketing
- Luxury Marketing
- Marketing Analytics
- Marketing Communication
- Marketing Decision Models
- Marketing Channel Management
- Pricing Strategies
- Neuromarketing
- New Product Development
- Publicity and Public Relations
- Retailing
- Rural Marketing
- Sales Management
- Sales Promotion
- Services Marketing
- Social Marketing
- Social Media Marketing
- Sports Marketing
- Strategic Marketing
- Technology Marketing
- Tourism Marketing

Who can participate?

Marketing Professionals, Faculty members, Academicians, Research Scholars, Entrepreneurs and Marketing Practitioners from Industry.

Publication

The conference offers two publication opportunities.

1. All papers accepted for the conference, post completion of due registration process (at least one author must have completed the registration process), will be published as Conference Proceedings CD with ISBN No.
2. Selected papers will be published in the SDM IMD Journal of Management (Indexed in EBSCO and Open J-Gate), subject to peer review and fulfilling the journal's requirements

Guidelines of Submitting Abstract and papers

Abstracts and full papers to be submitted to mc2016@sdmimd.ac.in

- Abstract : Not more than 500 words excluding Title /Cover page
- Full paper : Not more than 5000 words excluding Title /Cover page and references
- Font Type : Times New Roman
- Font size : 12
- Spacing : 1.5
- Style : APA style of referencing

Correct name, designation and e-mail ID of the authors and affiliating organization need to be clearly mentioned in the abstract and full paper. A declaration should be provided from the corresponding author along with the paper stating that the work is an original one and does not violate Copyright.

Registration and Payment details

Authors are required to complete the registration process well within the due date, viz., October 15, 2016. Completed registration form may be sent either through post or as a scanned copy to the conference email id. Only one author is permitted for registration. In the event of multiple authors, separate registrations are required.

Conference Fee Category Fee

Research Scholars	Rs. 1000
Academicians	Rs. 1500
Industry /Corporate Participants	Rs. 2000

- The fee is inclusive of Conference kit, Lunch & Snacks, Conference CD and Certification.
- Early bird discount of 10% to participants who register before September 1, 2016.

Payment Procedure

Payment may be made in the form of DD/Cheque drawn in favour of "Director, SDM Institute for Management Development", payable at Mysore, Karnataka, India or through Electronic Fund Transfer (EFT).

Bank Details for EFT

HDFC Bank, Saraswathipuram Branch, Mysore, S/B Account Number: 00651450000156, IFSC CODE: HDFC0000065

Overseas participants are requested to make payment only through EFT vide Indian Rupees.

Important Dates

Full paper submission
September 30, 2016

Last date for Registration
October 15, 2016

Notification of Acceptance- Full paper
October 10, 2016

Conference Date
28th October 2016

About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. Its charming campus has won architectural and landscape awards, and provides a great setting for learning and germination of managerial intellect. The Institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust, a much admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. Dharmasthala, 'the abode of dharma', has been a renowned pilgrimage centre for hundreds of years and canons of selfless service, integrity, and social development stand embedded in all of the Trust's activities. The Trust and all the associate Institutions benefit from the visionary leadership of our Chairman, Padma Vibhushan Dr. D. Veerendra Heggade.

SDMIMD has been rated A** (A Double Star) by Credit Rating Information Services of India Limited (CRISIL) at the National Level. The ranking by CRISIL assumes special importance in the light of the fact that the rating was awarded after a thorough inspection of the facilities in the Institute, the performance in respect to admissions, placements, academic rigor and the feedback from the alumni and students. The ranking brings the Institute on par with many leading B-Schools in the Country.

SDMIMD's AICTE-approved PGDM program that is accredited by NBA runs for six terms over two years with an impeccable quality of academic rigor. The curriculum and pedagogy are planned by an elaborate process every year by taking into account practices in other leading institutes the world over, and considering the views of leading academics and recruiters. The Institute is well known for its research activities and the dedicated research publications have come in for praise from the world of academics.

SDM Research Centre for Management Studies (SDM RCMS) has been recognized as a centre by University of Mysore for guiding aspiring Ph.D students. Further, in association with AIMA, a two-year dual certification program was launched last year.

The Institute has tie-up with foreign universities for academic collaboration-Mays School of Business, Texas A&M University, USA, MBA Centre, Global Management Education Institute, Shanghai University, China, British University in Dubai, University of Dubai, University of Bordeaux, France and Groupe École Supérieure de Commerce, France.

Conference Organising Committee

Dr. H. Gayathri, Conference Director
Dr. M.R. Suresh, Member, Organising committee
Prof. Jayakrishnan.S, Conference Chair
Prof. R. Sugant, Conference Co-Chair
Ms Rekha Ganapathy, Conference Secretary

Contact Information

Prof. Jayakrishnan.S, Conference Chair



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<http://sdmimd.ac.in/mc2016/index.html>