

## **Papers invited for Intl. Conference on Marketing at SDM-IMD**

Mysuru, June 28-SDM Institute for Management Development, Mysuru, is organising a two-day International Conference on Marketing on Oct. 18 and 19, 2019.

Marketing has evolved over the decades with the rapid advancement of technology. Over the years marketing moved from product-centric era to human-centric era. Marketers need to identify, understand the anxieties and desires of the consumers to fulfil their needs.

In the current changing market

environment, the objective of this two day 'International Conference on Marketing' is to provide a platform for the industry, marketing practitioners and academia to share their knowledge and experiences of marketing in the value-driven marketing. The last date for submission of abstract is Sept.15, 2019.

For details, contact, Prof. S. Jayakrishnan, Conference Chair on Mob: +91 98862-87474 and papers can be sent to: *mc2019@sdmimd.ac.in*.