



**RP-Sanjiv Goenka
Group**

Growing Legacies



**International Management Institute
Kolkata**



CALL FOR PAPERS

“MARKETISATION &
MARKETING IN
EMERGING MARKETS”

DECEMBER 18-19, 2017

IMI KOLKATA MARKETING CONFERENCE 2017

INTERNATIONAL MANAGEMENT INSTITUTE, KOLKATA,
2/4 C Judges Court Road, Alipore, Kolkata - 700027

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ABOUT IMI KOLKATA

International Management Institute (IMI) Kolkata belongs to the IMI family of B-Schools in India. IMI came up with its first campus at New Delhi in the year 1981. IMI New Delhi was established in collaboration with IMI Geneva (now IMD Lausanne) and carries the title of being the first corporate sponsored B-school in India. IMI Kolkata laid its foundation in 2010 aiming at acquainting bright young minds with the world-class IMI management pedagogy and preparing

them to lead global organizations. The Institute started functioning in the year 2011 with its flagship Post Graduate Diploma in Management Programme which is accredited by the National Board of Accreditation (NBA) for a period of two years effective from July, 2016. The Institute is ranked 12th by the National Institute Ranking Framework (NIRF), Ministry of Human Resource Development, Government of India.

THEME OF THE CONFERENCE:

In the recent times, the power of market has been instrumental in controlling more of the social resources. Scholars acknowledge that as market forces legitimise consumption and also promote well-being and satisfaction, considerable attention is needed to address such market-level problematisation in the context of the Emerging Economies and all the important Asian markets.

This Conference proposes to bring together academic and managerial perspectives to addressing this issue.

The proposed track may include, but is not limited to:

- Role of Markets in Shaping Consumption among Consumer Groups in Asia and other Emerging Markets
- Role of Social Media in Marketisation and Inclusivity
- Effects of Marketisation among the BoP Consumers
- New-age Marketing Strategy
- Consumer Well-being
- Changing Notions of Brand Meanings
- Organisational Response and Marketing Strategy

CONFERENCE HIGHLIGHTS

- Key note speech by distinguished personality
- Best Paper Award to be declared
- There will be an Industry Round Table, Competitive Paper Sessions, Poster Sessions and Doctoral Colloquium on the theme to be mediated and delivered by practitioners and academicians

DOCTORAL STUDENTS

Doctoral students are encouraged to submit manuscripts, special session proposals, or poster abstracts under the appropriate track.

KEY NOTE SPEAKER

To be announced soon.

GENERAL GUIDELINES FOR SUBMISSION

The submission guidelines have been laid out for your reference:

Manuscripts and all editorial correspondence should be addressed to: The Convenor, IMI-K MARCON Committee at imikmarcon17@imi-k.edu.in
All submissions must be in electronic form. All submissions should be directed to a particular track and related questions should be directed to Conference Convenor.

The Submission guidelines must follow the *Global Business Review* Style which can be accessed at

<https://in.sagepub.com/en-in/sas/global-business-review/journal200886#submission-guidelines>.

The highlights are:

1. Contributors must provide their affiliations and complete postal and e-mail addresses with their articles.
2. All articles should be typed and double-spaced throughout (not only the text but also displayed quotations, notes, references and any other matter). Articles should not exceed 5,000 words. All articles must be accompanied by an abstract of 150–200 words and 4–6 keywords. Notes should be numbered serially and presented at the end of the article. Notes must contain more than a mere reference. Manuscript submissions through email are preferred.
3. Use British spellings in all cases rather than American spellings (hence, 'programme' not 'program', 'labour' not 'labor', and 'centre' and not 'center').

CODE OF ETHICS

Authors submitting papers to IMI-K MARCON 2017 academic conference must adhere to the following code of ethics:

- Submission of the same (or substantially overlapping) manuscript, special session proposal, or working paper abstract to multiple tracks is not permitted.
- Submitting authors should specify who will present papers being considered for Special Sessions or Competitive Paper presentations. An author can be listed as a presenter for no more than two submissions, but can be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.
- Submissions should not already be published in any journal or publication (including online journals), books and book chapters. Submitting authors should monitor this issue carefully.
- Submissions must adhere to the recommended formatting and page limits.

TYPES OF SUBMISSION

Our conference is open to the following types of submissions:

- Competitive Papers (Manuscript)-Extended Abstract or Full Paper
- Poster Abstracts for Working Papers*
- Doctoral Colloquium*

*subject to the decision of the conference committee

IMPORTANT DATES

24 August 2017	Submissions Deadline for Full Papers/ Extended Abstracts
4 October 2017	Intimation of Acceptance
25 August - 20 November 2017	Date of Registration

REGISTRATION DETAILS

The registration process will commence from August 25 , 2017.

Payment details will be uploaded on www.imi-k.edu.in shortly. The registration fees (incl. Service Tax) applicable to different categories are as under:

FOR PARTICIPANTS FROM INDIA:

Academicians	INR 4000
Students/Research Scholars	INR 2000
Practitioners from Industry/Corporates	INR 6000

FOR OVERSEAS PARTICIPANTS

USD 200

The Registration fee includes conference kit, refreshments and lunch for two days of the conference and networking dinner on the first day.

ACCOMMODATION DETAILS

Kolkata provides you with a wide range of premium and budget hotel and guest house accommodation. Limited rooms are available at IMI campus. Details will be updated shortly on the website.

CONFERENCE COMMITTEE

DR. HIMADRI ROY CHAUDHURI	Associate Professor, (Marketing & Conference Convenor)
DR. MOHUA BANERJEE	Associate Professor, (Marketing)
DR. RITUPARNA BASU	Assistant Professor, (Marketing)
MS. RAJASHRI CHATTERJEE	Senior Research Officer
MS. AHAANA MAHANTI	Research Officer

ADVISOR

DR. ARINDAM BANIK

Director & Professor
International Management Institute Kolkata

ROUTE TO IMI KOLKATA

NEAREST LANDMARKS

Located near Mominpore Crossing

Beside Bharat Petroleum Gas Station

2 mins away from Army Institute of Management, Kolkata

Beside BSNL Alipore Telephone Exchange



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