



Final Call for Papers International Conference in Marketing

*“Shaping the Future of Research in Marketing in Emerging Economies:
Looking Ahead”*

That will be held in Indian Institute of Management Lucknow (NOIDA Campus), India

January 12-14, 2012

Extended Abstract Submission Deadline: September 10, 2011

Conference Co-Chairs

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A historic shift is taking place today in global marketplace because of the growing influence of emerging economies in the world economic scenario. Emerging economies constitute several countries in Asia, Latin America, Central and Eastern Europe, the Middle East and Africa. Brazil, Russia, India and China, referred collectively as BRIC, are among the largest emerging economy countries. Once viewed as "less developed countries," emerging market economies (EMEs) now offer a significant growth opportunity for multinational corporations. The EMEs have brought about a metamorphic change in the world trade, commerce, markets, and the balance of power.

The aim of the conference is to bring together a distinguished panel of speakers, including academicians from renowned business schools, marketing experts and thought leaders across the world to debate and discuss the emerging and relevant research issues facing the theory and practice of marketing in emerging economies. This conference will serve as a platform for marketing scholars and practitioners to showcase and share their insights and findings of research work on various aspects of marketing. This conference will serve as a venue to review insights generated in the field of research in marketing in emerging economies and developed economies over the past several decades and set an agenda for shaping the future of research in marketing in emerging economies. Befitting this context, the theme of the conference is- **Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead.**

Doctoral Colloquium

Doctoral Colloquium for doctoral students is scheduled on 12th January, 2012 at IIM Lucknow Noida campus. The objective of this Colloquium is to offer a first-hand research experience on emerging topics in marketing area to doctoral students and help them to explore their research interests. Students enrolled in any stage of a doctoral programme in marketing and allied area are encouraged to participate. The Colloquium presents interactive workshops by Prof. Jagdish Sheth, Prof. Naresh Malhotra, Prof. Arun Jain and other distinguished academicians of International repute. It also features a round table session for its participants giving them an opportunity to discuss and collaborate with foreign and Indian marketing faculties. In addition, the Colloquium provides an opportunity for selected full time doctoral scholars who are at final stage of their dissertation to present their work before distinguished marketing scholars across the globe.

Conference Objectives

1. To provide a platform where marketing practitioners and academicians share and discuss the contemporary marketing issues and challenges in the changing consumer context in emerging economies.
2. To share scholarly research on emerging opportunities and threats in the changing market context in emerging economies.
3. To analyze and understand the underlying behavioral changes among consumer communities leading to the emergence of more demanding and savvy customers in emerging economies

Submission Guidelines

Please submit a soft copy of the abstract in Microsoft Word for Windows which should be mailed to marconference@iiml.ac.in and should reach the conference coordination committee not later than **September 10, 2011**. Authors will be notified of acceptance by **September 30, 2011**. Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. Selection of papers for presentation will be based on extended abstracts which must be at least 1,000 words and up to 2,000 words and include a clear indication of the purpose of research methodology, major results, implications, and key references. The author(s) should clearly mention under what track of the conference the abstract is to be included. They should **strictly adhere to Author Guidelines given in the conference website: www.iimlmarconference2012.in**

Registration Details

Academician/ Research Practitioner	INR 6,000 (Resident Indians)/ USD 400 (Foreign)
Executive Individual Delegates	INR 8,000 (Resident Indians)/ USD 500 (Foreign)
Students / PhD Scholars	INR 3,000 (Resident Indians)/ USD 200 (Foreign)

Important Dates

- **Extended Abstract Submission** **September 10, 2011**
- Communication of Acceptance September 30, 2011
- Submission of Full length paper October 30, 2011
- Last date for Registration November 15, 2011
- Doctoral Colloquium Inaugural January 12, 2012

- Conference Inaugural
- Valedictory Session

January 13, 2012

January 14, 2012

Conference Tracks

Paper should broadly address one of the conference tracks listed below:

1. Consumer Psychology and Behavior
2. Customer Relationship Management
3. International Marketing and Cross-cultural Issues
4. Managing Marketing Channels
5. Marketing through Internet
6. Marketing Communications
7. Personal Selling and Sales Management
8. Product and Brand Management
9. Research Methods and Marketing Analytics
10. Retailing and Retail Management
11. Services Marketing
12. Technology, Innovation, and B2B Marketing
13. Marketing Education and Case Teaching
14. Food Products Marketing
15. Emerging Issues in Marketing

For further information about the Conference Tracks visit the conference website:

www.iimlmarconference2012.in

Publication opportunity in the International Journal of Market Research

Conference full papers addressing topics related to market research methodology and applications submitted to marconference@iiml.ac.in latest by **October 30, 2011** will be considered for possible future publication in the [International Journal of Market Research \(IJMR\)](http://www.ijmr.com). Please see the IJMR Guidelines for Authors on www.ijmr.com for details of what is expected in papers published in this journal. Any papers from the conference selected for possible publication in IJMR will be peer reviewed in the same way as any other submissions.

Best Paper Award

To recognize the outstanding contribution in the field of marketing in emerging economies with a particular focus on the theme of the conference **Best papers** will be awarded at the conference. Only full papers submitted latest by **October 30, 2011**, will be considered for the awards.

Conference prizes

Prizes will be awarded for best overall conference paper and for best student paper. All student papers will be considered for both prizes. A Special Best paper Award will be given to Marketing Research Practitioners.

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*For further details refer to the conference website: www.iimlmarconference2012.in

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