

1st International Conference on Digital Marketing

CALL FOR PAPERS

Date: 30-31st January 2016

Innovative Brand Building through Digital Marketing

NATURE AND SCOPE OF THE CONFERENCE

Since the birth of the modern economy, the death of once successful companies has been a fact of life. Limited by their ability to respond to disruptive change, only select few companies have managed to survive and remain dominant in their industries over the last 50 years. Today, the key detriment of whether any established business will survive is its ability to adapt to the changes brought on by digital. Despite the knowledge that innovation is urgent and essential, most businesses find themselves trapped by their responsibility to uphold existing business models and make next quarter's numbers. Marketers, who have done a good job talking about and experimenting with embracing digital, often find that they are prevented from effecting change by structural impediments in the organization, limited budgets and uncertain results. The proposed conference is an attempt to deliberate on changes in the Brand building by the corporate brought through digital marketing and its interface with the consumer.

ABOUT IMI (INTERNATIONAL MANAGEMENT INSTITUTE)

Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 33 years the Institute has acquired a truly global status. The Institute received UNDP assistance for promoting internationally oriented management education. Besides this it has also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc. To provide a global perspective to the students, the Institute's flagship two year Post Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro – Asian countries for its 15 months Executive Post Graduate Programme in Management.

Today, IMI enjoys the place of esteem among the leading management institutions and the patronage of reputed business organizations in the country. The aim, approach and activities of IMI are guided by all its stakeholders' students, alumni, corporate patrons and society in general. IMI follows international standard curricula in its programs, which has been enriched by its academic collaborations with International Institute for Management Development (IMD), Lausanne (erstwhile International Management Institute, Geneva); Faculty of Management, McGill University, Montreal, and Manchester Business School, U.K, which prepares participants to successfully manage and lead in an increasingly global business environment. IMI's educational programs have been recognized by All India Council for Technical Education (AICTE) and Ministry of Human Resource Development, Govt. of India. The corporate world in India, public, private, multinational companies, international consulting firms and other organizations have employed its alumni who are rightly called, the Achievers. In addition, the institute offers a full range of custom-made in-company programs, and Management Development Programs (MDPs), all geared to enrich creativity and ability to manage in a dynamic global environment. The Institute also has an active research and consulting base viz: Center for Managing Innovation and Technology and Center for Social Sector Governance to enhance the body of knowledge. A highly

committed team of internationally qualified and experienced faculty enjoys respect and recognition by the academic community, industry and Government.

CONFERENCE SUB THEMES

- Digital Marketing Trends
- E tailing and Brand building
- Digital branding and Consumer experiences
- Convergence marketing
- Communicating through Web 2.0 and social media
- Digital media and corporate reputation
- E-Pricing and online shopping behavior
- Social Media Marketing
- Customer Analytics & impact on Brand valuation
- Mobile marketing
- Corporate Brand building
- Corporate reputation
- Legal and privacy issues in Digital Branding
- Dialogue Marketing through Social media
- Customers as co producers
- Buzz marketing
- New Product Development & Digital Marketing
- Search Engine Optimisation (SEO)
- Customer Engagement
- Online communities
- Google Analytics

WHO CAN PARTICIPATE

- Faculty Members/Academicians
- Research Scholars
- Practitioners
- Executives and Consultants
- Post Graduate students of Management, Science and Technology
- Doctoral students at all stages of their research
- Candidates can submit for either competitive or interactive or poster session for the conference
- Doctoral student can submit working paper/research proposals as a part of the colloquium on 29th Jan 2016, guidelines of submission are given at the end

IMPORTANT DATES

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| • Conference | Jan 30-31, 2016 |
| • Doctoral Colloquium | Jan 29th, 2016 |
| • Call for papers | July 20 th 2015 |
| • Acceptance of abstracts | September 20 th 2015 |
| • Abstract Acceptance and intimation | October 30 th , 2015 |
| • Early Bird registrations | July 1 st to August 31 st , 2015 |
| • Receipt of papers by Chair | Nov 15 th , 2015 |
| • Date of paper acceptance | Nov 30 th , 2015 |
| • Jury selection of papers | Dec 15 th , 2015 |

- Last date of Registration of paper presenters Jan 15th, 2016
- Last date of registrations for conference attendees Jan 25th, 2016
- For Doctoral colloquium the last date of registration and paper submission is given at the end of the Call for Papers

SUPPORTING PEER REVIEWED JOURNALS

1. Global Business Review (ISSN: 0972-1509), Sage Publications
2. Emerging Economy Studies (ISSN: 2394-9015), Sage Publications

Global Business Review caters more towards empirical work and Emerging Economy Studies focuses on work which is conceptual in nature. Scholars sending full papers to the conference may like to find the information helpful while sending their paper in the respective track.

BEST PAPER AWARD

There is a cash award for the best three papers.

DOCTOR'S COLLOQUIUM

Doctoral Colloquium Chair: Prof. Deepak Chawla- IMI

Highlights

- There will be three sections of the colloquium:
- First section: Research Proposals will be presented and a committee comprising of acclaimed research faculty will be reviewing for the Best research proposal which will be awarded
- Second section: The working papers will be also presented to the Committee which will award the best paper and also provide feedback
- Third section: There will be workshop session conducted for Doctoral scholars where guidance will be provided on techniques, research methodology and analysis etc.

Guidelines for working papers and proposals submission

Working papers/proposals should be a maximum of 15 pages, including an abstract (200 words approx), keywords, references, exhibits, and appendices. All papers should be submitted online as Word documents using 1.5 line spacing and 12 point Times New Roman font.

- The paper title and all author and co-author details will be entered as part of the online submission process by the Contributing Author, and the organizing committee will only contact the Contributing Author.
- During the online submission process, the Contributing Author will indicate the relevant Title/Sub Title and paper type (working paper/proposal).
- To facilitate blind review of submissions, the author name(s) or any author-identifying information (including acknowledgements) should not be included either in text of the document, properties of the file or in the file name.
- All abstracts (of working paper/proposals) should be submitted online no later than **30th August, 2015 to doctoralcolloquium.proposal@imi.edu or doctoralcolloquium.workingpaper@imi.edu**

Submissions by hardcopy would not be considered.

- All accepted working papers/proposals should be submitted online not later than **30th November 2015 at doctoralcolloquium.proposal@imi.edu or doctoralcolloquium.workingpaper@imi.edu**
- Proposals need not be confined to the scope of Marketing but can be relevant to any other functional area of management doctoralcolloquium.workingpaper@imi.edu. Submissions by hardcopy would not be considered.
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CONFERENCE REGISTRATION:

Interested participants can register by filling the online registration form at www.imi.edu/ICBBDM2016. At least one author for accepted papers must register for the conference for inclusion and publication in the book on conference proceedings. A single author presenting multiple entries is required to register independently for each paper accepted. For papers submitted for presentation in absentia, processing fees as given below would be charged. Registration fee will include **inaugural dinner, lunch and tea** for the conference days, and a copy of the conference proceedings. No TA/DA would be admissible for the author/participant for presenting the paper in the conference. The registration fee for the conference is as follows:

NON SAARC COUNTRIES

Category	Indian Participants (INR)	Foreign Participants (USD)
Students, Research Scholars and Doctoral Student	2500	50
Faculty and Academicians	5000	100
Corporate	6500	150

SAARC countries

Students, Research Scholars and Doctoral Student	1500	40
Faculty and Academicians	3500	75
Corporate	5000	100

- Early Bird discount of 20% can be availed for Registration before the date in calendar
- Group discount of 10% can be availed for upto 3 participants and 15% for more than three participants from same Institution/Organization

- Early bird discount and group discount is not available for category: Students, Research Scholars and Doctoral Students

PAYMENT MODES

1. Online payment

All Wire transfers shall be made in favor of International Management Institute, India

The registration as noted above is net of all bank charges. The name of both the “Remitter” and the person on whose behalf the remittance has been made must be furnished to the bank from where remittance is being made.

Forms for online payment are available at www.imi.edu/ICBBDM2016.

2. Other modes of payments

Registration fees can be sent by Demand Draft in favor of “International Management Institute, New Delhi, India”.

CONFERENCE RESEARCH COMMITTEE

Chief Patron of the Conference: Dr Bakul Dholakia, Director General International Management Institute, New Delhi, India

Co-Committee:

1. Chris Horton, Content creator and Digital strategist, Synecore
2. Ira Kaufman, Digital Transformation Strategist
3. Mark W. Schaefer, Executive Director, Schaefer Marketing Solutions LLC & Adjunct marketing Professor, Rutgers University MBA Program
4. Prof. Abraham Koshy, Professor-IIM Ahmadabad
5. Prof. R.M. Joshi, Professor, IIFT Delhi

Proposed Industry Speakers:

1. Deep Kalra, Makemytrip
2. Sachin Bansal, Flipkart
3. Dhruv Shringi, Yatra.com
4. Avinash Pant, CEO-Nike India
5. Atul Singh, CEO-Coca Cola India

CONFERENCE SECRETARIAT

Marketing Department, IMI, New Delhi
Host Coordinator:

- a. Prof. D.K. Batra, Conference Convener, dkbatra@imi.edu
- b. Prof. Pinaki Dasgupta, Conference Co-convener, pinaki@imi.edu

GUIDELINES FOR PAPER SUBMISSION

All papers will be evaluated through a double blind review process constituted by drawing experts from Institutions/ Universities/ Organizations of repute in and outside India.

Competitive/Interactive Papers:

- Only original work of author/s which is not under review in any conference or Journal at the time of submission would be considered for review. The work should conform to the copyright norms.
- The author/s would have to certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- Abstracts not exceeding 300 words in APA format should be sent to the Conference Chair along with the name and address of the author(s), and submitted online at conference.submissions@imi.edu along with the Contact No's. & active E-mail IDs latest by September 20th 2015. All authors whose abstracts are accepted would be intimated by e-mail latest October 30th 2015.
- A soft copy in APA format not exceeding 5000 words (Maximum 12 pages) should be submitted latest by November 15th 2015 to the Conference Chair. The soft copy should be E-mailed to conference.submissions@imi.edu
- Guidelines for paper submission and presentation are available at www.imi.edu/ICBBDM2016
- All relevant paper contents, including illustrations, should be included in a single document for submission.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, and e-mail address of all the authors. The author(s) name, affiliation or any other author identifying information (including acknowledgements) should not appear either in text of the document, properties of the file or in the file name.
- All accepted papers would be published in Conference Proceedings (maximum four pages per paper). Authors of accepted papers would be required to submit a (revised) version of their full paper for publication in the full-text proceedings of the conference, or a summary version (1-2 pages).
- The best paper presented in each Track would be awarded.

Poster Session

If you are involved in an interesting project or in an area of work that you would like to discuss with or show to other Conference attendees, then Poster Sessions at the conference, can be the right forum. The topic could be described on a printed poster or by photographs, graphics and pieces of text that you attach to the presentation panel. Presenters of a poster will be expected to be present on January 30th 2016 and January 31st 2016. In addition there is a separate track devoted to the poster session on 30th Jan 2016 between 3.00-4.30pm. This is in order to explain their poster and to hand out any leaflets or other materials they have available for viewers of their poster. Each presenter can therefore only present one poster. Any organization that submits more than one application should indicate a priority in their submissions. Conference participants interested in presenting a poster should complete the application form available here. It is important that applicants describe how they intend to illustrate the project in the poster format. The poster has to be an experience in itself for viewers and should show awareness of the poster format.

Working papers for Doctors Colloquium on 29th January

- The paper title and all author and co-author details will be entered as part of the online submission process by the Contributing Author, and the organizing committee will only contact the Contributing Author.
- During the online submission process, the Contributing Author will indicate the relevant Title/Sub Title and paper type (working paper/proposal).
- To facilitate blind review of submissions, the author name(s) or any author-identifying information (including acknowledgements) should not be included either in text of the document, properties of the file or in the file name.
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