



Final Call for Papers
Indian Institute of Management Lucknow

The Organizing Committee invites you to submit extended abstracts to the

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:

Prof. Jagdish Sheth

Co-founder, Academy of Indian Marketing,
Charles H. Kellstadt Professor of Marketing,
Goizueta Business School,
Emory University,
Atlanta, GA 30322
E-mail: Jagdish_Sheth@bus.emory.edu

Prof. Arun Jain

Samuel P. Capen Professor of Marketing Research
School of Management,
University at Buffalo,
New York
E-mail: mgtarun@buffalo.edu

Prof. Naresh Malhotra

Nanyang Visiting Professor
Marketing and International Business,
Nanyang Business School
Nanyang Technological University,
Singapore
E-mail: nmalhotra@ntu.edu.sg

Prof. Satyabhusan Dash

Associate Professor
Indian Institute of Management, Lucknow
India
E-mail: satya@iiml.ac.in

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. Submissions to the colloquium are required to follow the submission guidelines published on the conference website and Call for Papers

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.

Guest Speakers

Brief profile of list of guest speakers who have confirmed to address in different sessions of the conference is attached herewith for your reference.

Conference Paper Author Guidelines

Submission Deadline: September 10, 2011

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**

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 to marconference@iiml.ac.in latest by **October 30, 2011**, will be considered for the awards.

Publication Opportunities

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number).

A selection of the best conference papers will also be considered for publication in the regular/special issues of the following Journals:

- [International Journal of Market Research](#) (An official publication of WARC for Market research society)
- [Psychology & Marketing](#)(A John Wiley & Sons, Ltd publication)
- [Marketing Intelligence and Planning](#): (An Emerald Publication)
- [Journal of Food Products Marketing](#) (Published By Routledge)
- [International Journal of Business and Emerging Markets](#) (An Inderscience publication)
- [Journal of Indian Business Research](#): (An Emerald Publication)
- [Metamorphosis](#): (Published by IIM, Lucknow)
- [Euro Med Journal of Business](#)(An Emerlad Publication)
- [Journal of Product and Brand Management](#)(An Emerlad Publication)
- [Transnational Marketing Journal](#)

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 Practioners.

Registration Details

Academician	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)

Registration fee per participant should be sent through a demand draft/banker's cheque in favour of **Indian Institute of Management, Lucknow**, payable at Lucknow.

Important Dates

- **Extended Abstract Submission** **September 10, 2011**
- Communication of Acceptance September 30, 2011
- Submission of Full length paper November 15, 2011
- Last date for Registration November 15, 2011
- Doctoral Colloquium Inaugural January 12, 2012
- Conference Inaugural January 13, 2012
- Valedictory Session January 14, 2012

Conference Tracks

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

www.iimlmarconference2012.in

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

Correspondence:

Prof. Satyabhusan Dash

Associate Professor (Marketing area)
Indian Institute of Management, Lucknow
Phone (Office): +91 - 522 - 273 6628
Phone (Home): +91 - 522 - 273 6507
Mobile: +91-9415432501
Fax: +91 - 522 - 2734025
Email: satya@iiml.ac.in

Sakshi Gupta

Conference Manger
Indian Institute of Management, Lucknow
Phone (Office): +91 - 522 - 273 6504
Email: marconference@iiml.ac.in
marconference@gmail.com

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

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