



2019 IIM INDORE - NASMEI SUMMER MARKETING INFORMATION SYSTEMS CONFERENCE

July 26-28, 2019



SMART MARKETING IN THE DIGITAL AGE

भारतीय प्रबंध संस्थान इन्दौर
Indian Institute of Management Indore

Workshop Resources

Chief Patron



Himanshu Rai
Director, IIM Indore



Philip Charles Zerrillo
Lee Kong Chian School of
Business, Singapore
Teaching With Cases
(Pre-conference Workshop)



Satish Nargundkar
J. Mack Robinson College of
Business Georgia State University
Conducting Meaningful Research
(Pre-conference Workshop)



Arunachalam, S
Indian School of Business,
Hyderabad
Latent Variable Modelling
(Pre-conference Workshop)

Prominent Conference Resources



Sanjaya S. Gaur
Sunway University
Business School, Malaysia



Manju Ahuja
College of Business,
University of Louisville



Ashutosh Dixit
Monte Ahuja College of
Business, Cleveland



Sanjay Jain
Naveen Jindal School of
Mang. UT Dallas, Texas (USA). State University of New York



Giri Kumar Tayi
University at Albany
State University of New York



Havovi Joshi
Singapore Management
University



Tomio Isogai
Ex. M.D Sharp India Limited



Rishikesh T. Krishnan
IIM Bangalore



Jaydeep Mukherjee
MDI, Gurgaon



Manish Gangwar
ISB, Hyderabad



Bharat Bhaskar
Director, IIM Raipur



Prafulla Agnihotri
IIM Calcutta



Abhinandan Jain
IIM Ahmedabad



Satyabhusan Dash
IIM Lucknow



Rajiv Kumra
IIM Lucknow



A.B. Unnithan
IIM Kozhikode



Sanjeev Varshney
XLRI, Jamshedpur



Prashant Mishra
IIM Calcutta



P. Venugopal
XLRI, Jamshedpur



Pradeep Kumar
IIM Lucknow



Rajesh Aithal
IIM Lucknow



Moutusy Maiti
IIM Lucknow



Shaphali Gupta
MDI, Gurgaon

About the Conference:

More than ever before, success of marketing largely depends upon its ability to facilitate and sustain meaningful, engaging experiences for consumers. Significant advances in technology and communications, facilitated by digital and social media, in recent years have greatly contributed to making experience delivery to consumers easier. Customers have abandoned the traditional one-way passive reception of products and brand offerings, and now consciously look for ones facilitated by technology where creation of value happens. Marketing's role has seen a steady jump in enabling effective user-brand interactions, putting the onus on brands for supporting product offerings with personalised technology enabled marketing efforts. Shifting societal expectations demand that marketing organizations become genuinely involved with local environment in a way that simple monetary contributions alone cannot achieve end-goals. Adding altruistic value to consumer experiences of such brands becomes pertinent. Modern youth, as a growing affluent customer base is increasingly getting dissatisfied with conventional product offerings and expects experiential activities that captivate and motivate them to stick to a brand, a large part of which is generated through cutting-edge technology.

In modern world, digital media has become a way of life. Everyone has a smartphone, and most individuals and households have multiple smart devices, including tablets, phones and computers. This prevalence, coupled with the rise of Big Data, digital marketing tools and social media, has given marketers the power to pinpoint specific audiences with advertising messages. But while advertisers continue to pour money into digital media, consumers are so saturated that they've begun ignoring ads or actively avoiding them. The rise of ad fraud, where clicks are falsified to drive up cost per click (CPC) and bid rates, has resulted in billions of wasted advertising dollars, with real people only viewing about 40 percent of digital ads. To connect with consumers today, marketers need to re-think their strategy and focus on creating quality brand experiences, rather than on high-volume ad exposure. It's time to take a second look at your approach and put people first.

The theme of the 2019 IIM Indore NASMEI Marketing-IS Conference is to focus on identifying ways of enriching customer values through unique product offerings supported by engaging technology. We invite scholars across all of the disciplines within marketing and information systems to submit their works, research results, and their refinements of future ideas, as well as their suggestions for special sessions, that have direct or tangential connection to the conference theme. Also, we welcome papers that may not be directly related to the theme, but still contribute to enhancing customer value through digital technology.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track. The conference will deliberate upon the following broad themes, containing both conceptual and empirical papers about recent and emerging developments:

- Understanding consumer behaviour in current marketing environment is essential for success. Organizations need to explore and understand consumer behaviour with respect to goods and services which can provide them valuable insights for product development and marketing communications.
- Social media and digital marketing is playing a profound role by influencing the consumer behaviour in current marketing environment. With the emergence of e-commerce, social media and digital marketing, it becomes essential to understand the behaviour of consumers in digital space as well. The digital market place is evolving fast and success of any company depends on understanding the consumer and designing effective means to reach them through internet.
- Culture, subcultural factors, society, reference groups and mass media can influence the behaviour of consumers. So it's vital to understand how these factors can influence consumer behaviour when they look at a product or services. We can also look at how these factors are important when we look at product and services development, online sales and promotions of goods and services.
- Role of marketing strategy in using some the new techno-marketing tools in creating richer customer values and long term consumer-brand relationship.

The conference is organized into two independent events. The first day of the conference will feature three parallel workshops, detailed later. The second and third days of the conference will feature a host of events including keynote speeches, panel discussions as well as paper presentations. The conference will have following tracks:

- Customer value through advertisement, promotions and other marketing communications.
- Consumer Behaviour, its significance and applications for product and service marketing.
- Role of e-commerce social media and digital marketing and its influence on user-value.
- Customer based techno-business strategy and its role in creating value
- Successfully forming an interactive digital content marketing strategy to increase engagement
- Exploring the value of your website analytics
- Understand how new technologies like VR/AR are transforming the marketing and communication industries
- Understanding the way AI is going to revolutionize and impact on the way brands interact with customers
- Marketing to Generation Z and exploring short-lived content
- The future of social media; live streaming and online chat
- E-Commerce initiatives to build future growth
- Effective data-driven marketing automation using personalisation and targeting
- Ethics in techno-marketing; contemporary issues

SELECTED PAPERS FROM THE CONFERENCE WILL HAVE AN OPPORTUNITY TO PUBLISH IN A CONFERENCE SPECIAL ISSUE OF THE JOURNAL OF INDIAN BUSINESS RESEARCH (ABDC classification C). EMERALD WILL BE PUBLISHING THE ABSTRACTS IN FORM OF CONFERENCE PROCEEDINGS. FURTHER, BEST THREE PAPERS OF THE CONFERENCE WILL BE AWARDED CASH PRIZES.

Abstract Submission Guidelines For Conference

Submission of the abstract will be made in Microsoft Word format. Selection of papers for presentation will be based on extended abstracts which must 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.

1. Length: Minimum of 1000 words and maximum of 2000 words (including title and key references)
2. Margins: 2.5 cm or 1 inch throughout (left, right, top, and bottom)
3. Orientation: Portrait
4. Font: Times New Roman, 12 point
5. Line spacing: 1.5 lines (for the main text of extended abstract) & Single (for key references)
6. Title: Title of paper, name(s) of author(s), affiliation(s), contact details
7. References: Limit to a maximum of 10

Full Submission Guidelines For Conference:

For full papers, please refer to guidelines for Journal of Indian Business Research

http://emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=jibr

Preconference Workshops:

There are three pre-conference workshops lined up a day before the conference on 26th July 2019:

1. TEACHING WITH CASES:

This day-long workshop will be a boon to the faculty members who want to up their quality of teaching using business cases. This workshop will be conducted by world-renowned Prof Philip.C. Zerrillo of Singapore Management University. He began his academic career at The University of Texas at Austin, and was a faculty member in the marketing department, as well as the Graduate Dean and the Dean of Executive Education. In addition to his administrative roles, Dr Zerrillo has written and taught extensively in areas of distribution channels, brand management, strategy, and counterfeiting and its effects on brands and brand valuation.

2. CONDUCTING MEANINGFUL RESEARCH:

Publishing in the top journals in any field has always been a challenge for any researchers. This half-day workshop by Prof Satish Nargundkar aims to provide key insights about what it takes to be a part of the big league. Budding researchers are encouraged to be a part of this workshop to get the key mantras. Professor Nargundkar's research interests are multidisciplinary, with emphasis on analytics and supply chain management, and the improvement of teaching methods. He is a Master Black Belt in Lean Six Sigma (LSS) and an instructor in RCB's Executive Training Program in LSS. He has published papers in journals such as the European Journal of Operations Research, Journal of Global Strategies and the Decision Sciences Journal of Innovative Education. He has received multiple awards for excellence in teaching effectiveness and innovation, as well as for his research.

3. LATENT VARIABLE MODELLING:

The workshop by Prof Arunachalam has two pronged objectives. One of them is to make the participants well versed with the critical analysis methodology of Structural Equation Modelling. The second one is to make the participants understand the correct applications of this tool depending on the context as well as type of data and variables involved. More often than not, incorrect application in research leads to misleading findings, something budding researchers need to avoid. The focus of the workshop would be equally on theoretical and practical aspects. While SEM would be covered in detail, as a pre-requisite, the participants should be well versed with general linear model analysis tools, like regression, though it is not mandatory.

Registration Fee:

Preconference Workshops:

One of the workshops, teaching with cases, is a full day workshop meant more for current faculty members or students who are about to join the academia, while the other workshop, conducting meaningful research, is a half day workshop, more relevant to doctoral students. Looking at the attendance feasibilities, following are the registration charges for each participant:

1. Teaching with Cases (Full Day) : INR 6000/ USD 150
2. Conducting meaningful Research (Half Day) : INR 3000/ USD 100
3. Latent Variable Modelling (Half Day): INR 3000/ USD 100
4. Combining Workshops (2 & 3 above): INR 5000/ USD 150

Main Conference:

Indian Nationals

- Doctoral Students: INR 3000 (Early bird); INR 4000 (Regular)
- Academics and Industry Participants: INR 6000 (Early Bird); INR 7000 (Regular)

Foreign Participants

- Doctoral Students/Academia: USD 200 (Early Bird); USD 250 (Regular)

NOTE: Cost of food and accommodation will be borne by the participants, the charges will be updated soon.

Important Dates

- | | |
|--------------------------------|---|
| • Submission Closes | : 31st March 2019 , 15 th April 2019 |
| • Communication for acceptance | : 30th April 2019 , 10 th May 2019 |
| • Early bird registration | : 11 st May 2019 - 31 th May 2019 |
| • Regular Registration | : 01 st June 2019 - 15 th June 2019 |
| • Pre-Conference Workshops | : 26 th July 2019 |
| • Main Conference | : 27 st - 28 th July 2019 |

Conference Co-Chairs



Abhishek Mishra
IIM-Indore



Rajendra Nargundkar
IIM-Indore



Rajhans Mishra
IIM Indore

Conference Partners

Conference
Proceedings



Emerald Publisher

Conference
Special Issue



JIBR

Veenus Tiwari

Conference Manager

Tel.: 0731-2439886

Email id: marconference@iimidr.ac.in

For submission of abstracts /full papers please follow the link:

<https://easychair.org/conferences/?conf=iiminasmei2019>

You can also visit our website for more updated information:

<https://www.iimidr.ac.in/announcement/2019-iim-indore-nasmei-summer-marketing-is-conference/>

About IIM Indore

The venue of the conference is Indian Institute of Management, Indore in Madhya Pradesh province of India. The institute is occupying more than 200 acres of real estate and offers pristine environment with great food options, well equipped sports complex, and lots of green space for a convenient walk. Indore is a well-developed city with plethora of nearby historical places to visit like Ujjain, Mandu and Maheshwar, apart from numerous places of importance in the city itself.



primiso@gmail.com

भारतीय प्रबंध संस्थान इन्दौर

Indian Institute of Management Indore

Prabandh Shikhar, Rau-Pithampur Road, Indore- 453 556, (M.P.), India

www.iimidr.ac.in