

IMPORTANT DATES

Last Date for Abstract Submission: 10th November, 2011
Acceptance notification: 15th November, 2011
Full paper Submission: 25th November, 2011
Last Date for Registration: 30th November, 2011

REGISTRATION FEE

Academicians/Corporate : INR 1500
Research Scholars and students : INR 1000

PAPER SUBMISSION AND REGISTRATION

Registration fee should be submitted in the form of Demand Draft/Bankers Cheque drawn in favor of 'Gautam Buddha University', payable at New Delhi along with the attached registration form. In case of paper presentation at least one of the authors will have to be registered. The conference fee includes kit along with tea/lunch/refreshments and the proceedings of the conference in CD

ORGANISING COMMITTEE

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FOR DETAILS CONTACT

Dr. Naveen Kumar
Assistant Professor
School of Management
Gautam Buddha University,
Greater Noida-201308 (U.P), INDIA
(M) +919560366668
Email: naveen@gbu.ac.in
Email: somconference@gbu.ac.in
Office: +91-120-23446160 Fax: +91-120-23446143
www.gbu.ac.in



NATIONAL CONFERENCE

On

Marketing of Services in Global Scenario: Issues and Challenges

At

School of Management

Gautam Buddha University

(Established by the Uttar Pradesh Gautam Buddha University
Act 2002, UP Act No.9 of 2002, passed by the
Uttar Pradesh Legislature)

On

19th December, 2011

PATRON

Sh. S.R.Lakha (IAS, Retd)
Vice -Chancellor

CONVENORS

Prof. N.K.Jain
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ORGANISING SECRETARY

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School of Management

Gautam Buddha University,
Greater Noida-201308, Uttar Pradesh, INDIA

OBJECTIVE OF THE CONFERENCE

School of Management, Gautam Buddha University, Greater Noida organizing a National Conference on **“Marketing of Services in Global Scenario: Issues and Challenges”**. Since last one decade service sector is playing an important role in India's GDP and employment generation. The service which is complex by nature due to its characteristics like invisibility, inseparability, perishable and heterogeneity etc. need a different marketing philosophy in comparison to goods. Marketing of services have developed the three extra P's of marketing like people, process and physical evidence. The problem of marketing of services begins with deciding the price of services and the parameters to describe the quality of the services.

This conference focus on the Issues and Challenges in Service sectors like Insurance, Banking, Tourism, Education and Healthcare etc where there is a need to understand the philosophy and strategies of marketing of services. This conference will address the following issues

- To assess the quality of services offered by different service sectors.
- To understand the philosophy of marketing of services
- To analyze the present scenario of Marketing of services in India
- To design a Model and strategies of Marketing of services

ABOUT GAUTAM BUDDHA UNIVERSITY

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The University is model as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.

ABOUT SCHOOL OF MANAGEMENT

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. GBUSM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases, and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents. The curriculum of all its academic activities has international and cross cultural focus. At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme, Integrated MBA five year programme and Doctoral Programme (PhD).

CALL FOR PAPERS

Original Research Papers (both empirical and conceptual) are invited from academicians, Corporate, Research Scholar and engaged in the field of Marketing and Management. Research Paper should not exceed 5000 words including tables and figures. The text should be double space in 12 point Time New Roman on A4 sheet with 1.5 inches margin all round. The soft copy of Research papers may be submitted to somconference@gbu.ac.in

TOPICS FOR PAPER PRESENTATION

The topics for the conference include, but not limited to the following:

- Consumer behavior in Services
- Service Quality
- Service Branding
- Designing Services and operations
- Pricing of Services
- E-Servicing
- Integrated Marketing Communication
- Service Ethics
- CRM for Services
- International Services marketing
- 7 P's of Services Sectors in Insurance, Banking, Tourism, Education and Healthcare etc

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On
Marketing of Services in Global Scenario: Issues and Challenges

At

School of Management
Gautam Buddha University, Greater Noida, 201308.

Conference Date: 19th December, 2011

REGISTRATION FORM

Name:(Prof.,Dr.,Mr.,Ms).....

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Fax:..... **Email:**.....

Title of paper:.....

Main Author:.....

Co-Authors: (1)..... (2)..... (3).....

DD Details:

DD No. _____ DD Date _____ Issuing Bank _____

Amount Paid _____ Registration fee should be paid through only Demand Draft
in favor of “-----” payable at New Delhi.

Date: __/__/____ **Signature:** _____

(No TA/DA will be paid. Please post your completely filled registration form to organising secretary)

Map & Routes

