



**Institute of  
Management Technology**  
Hyderabad



...Harnessing Knowledge for Businesses



**INSTITUTE OF MANAGEMENT TECHNOLOGY, HYDERABAD**

**PRESENTS 4<sup>th</sup> INTERNATIONAL CONFERENCE**  
**ON**  
**MARKETING CHALLENGES**  
**IN**  
**EMERGING MARKETS (MCEM) - 2020**

# Introduction

The recent past has seen an increased attention among marketing practitioners and researchers in emerging markets for understanding the unique opportunities and challenges posed by the emerging markets. Researchers are attempting to understand how the marketing factors are playing out in the emerging world and how the consumption pattern and buying behavior of emerging markets/economies are different from developed markets/economies. Most of the research models and theories have tried to understand the consumption pattern, buying behavior and the impact of marketing variables in developed markets. Now both corporate & academics are trying to understand the applicability of these theoretical frameworks in the context of consumers and businesses in emerging economies.

Academicians and researchers are also focusing on what multinational firms should do to manage the inconsistency in emerging markets. A large consumer base, burgeoning markets in emerging economies are enticing multinational firms to enter emerging markets. Multinational firms are entering into these markets to increase their consumer base without making any adaptations in their marketing programs(A one size fits all approaches). Academicians and researchers need to emphasize the unique characteristics of emerging markets and propose theories and models so that multinational firms can adapt to succeed in emerging markets.

## Conference Objective

The objective of this conference is to provide a platform for researchers, academicians, and industry practitioners, to discuss their research studies, findings, suggestions and experiences of marketing challenges in emerging markets. The conference welcomes academicians / researchers to share their research studies and experiences and espouse the best practices and overcome the barriers in the above context and motivate researchers to address the gap/issues in the realm of emerging markets.

## Conference Theme

"Marketing Challenges in Emerging Markets"- The conference will focus on the current and other emerging trends of Social, Economic, Business & Marketing in the emerging markets.

## Proposed Tracks

► The digital revolution in emerging markets	► Ethical Issues
► Branding issues and opportunities	► Reinventing strategies for emerging markets
► Consumption trends and behavior	► Innovative business models for emerging economies
► Environmental/Sustainability issues	► Managing customer experience
► Globalization / Localization	► Pricing approaches
► Bottom of Pyramid: Opportunities & Challenges	► Leveraging social media to tap millennials
► Corporate social Responsibility	► Integrating technology for market success
► Policy Influence in Emerging Markets	► Marketing in times of corporate crises/Frauds
► Entrepreneurship in emerging markets	► Corporate governance in emerging markets

# Call for Papers

Institute of Management Technology (IMT), Hyderabad invites you to participate in the 'International Conference on Marketing Challenges in Emerging Markets, which would be held on January 17th and 18th, 2020 at Institute of Management Technology (IMT) - Hyderabad campus.

## Participants

This conference is ideal for doctoral students and research scholars, academicians, industry professionals and practitioners who are working / has an interest in management and its allied fields. We also encourage business researchers to participate to create an ideal connection between the research fraternity, academics and industry priorities.

## Pre-Conference Workshop

"Paper development workshop on publishing in high impact factor and ABDC listed Journals".

The preconference workshop will be conducted by **Sanjit Kumar Roy, Associate Professor, University of Western Australia; Certified Practising Marketer, AMI.**

*Prof. Sanjit Kumar Roy, has more than 15 years of academic and industry experience. He has been visiting research scholar to Bentley University, USA and visiting research fellow to Middlesex University, UK. Dr. Roy has published several papers in ABDC- A and A\* category, such as European Journal of Marketing, Journal of Strategic Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Technological Forecasting and Social Change, Journal of Marketing Management etc. Dr. Roy has also edited special issues as guest editor in ABDC listed "A" category journals.*

## Publication Opportunity

Extended version of papers submitted for the conference (selected on the basis of content and quality) would be invited for review and potential publication in the special issue of International Journal of Economics and Business Research (An Inderscience Journal, Scopus Indexed, and ABDC-C category).

## Guidelines for Submission of Abstracts

The length of the abstract should be between 1000 to 2,000 words. Abstracts should include the following: purpose of research, methodology, major results, implications (both theoretical and practical), and key references. In the cover page, the author(s) should mention under which track of the conference the abstract is to be included. The abstract should adhere to the following:

- ◆ Length : 1,000 to 2,000 words excluding cover page and references
- ◆ Margins : 2.5 cm. or 1 inch
- ◆ Font : Times New Roman, 12 point
- ◆ Spacing : 1.5
- ◆ Cover page : Title, Author(s), Track, Affiliation(s), Contact details
- ◆ Key words : Maximum Six

The author details should be mentioned in the cover page ONLY. Any other pages of the abstract should NOT contain any author(s) details. Abstracts will be subjected to blind review process and only those abstracts approved by the reviewers will be selected.

Abstracts in MS Word format should be sent to markcon@imthyderabad.edu.in. within 20th Nov 2019. Post blind review, the conference committee would intimate the authors of the selected abstracts regarding the acceptance of the same via email with in two week time. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

## Guidelines for Submission of Selected Papers

Soft copy in PDF format and a hard copy of the paper for presentation at the conference will have to be submitted by 30th December, 2019. A covering letter clearly certifying that the manuscript is original and has neither been published anywhere nor is at present being considered for any other publication should accompany the hard copy of the paper. The electronic version of the paper should be sent to markcon@imthyderabad.edu.in. The paper should adhere to the following:

- ◆ Maximum length : 6,000 words excluding cover page and references
- ◆ Margins : 2.5 cm. or 1 inch
- ◆ Font : Times New Roman, 12 point
- ◆ Spacing : 1.5
- ◆ Title page : Title, author(s), affiliation(s), contact details
- ◆ Synopsis : Not more than 200 words
- ◆ Keywords : Maximum Six

**Footnotes:** Footnotes should appear at the bottom of the normal text area, with a line of about 5cm set immediately above them. The superscript numeral used to refer to a footnote should appear in the text.

**Tables and Figures:** The tables and figures should be numbered and must carry a caption. The figure and table number should be given in the corresponding text. Source should be explicitly mentioned for adapted or reproduced tables or figures.

**Citations:** Please follow APA Citation style for the references.

The papers which are selected for presentation in the conference would be published in the form of proceedings with ISBN number.

## Best Paper Award

One of the papers submitted for presentation in the conference would receive Best Paper Award in recognition of outstanding contribution in the area of the conference theme.

## Registration

**Fee :** All participants are required to register for the conference. For Indian nationals, the registration fee is INR 2000 (Two Thousand) under the "Research Scholar" category and INR 3000 (Three Thousand) under the "Others" category. Only doctoral/post-graduate students from a recognized University/Institute/research-center in India would be considered under the "Research Scholar" category. Doctoral/PG students would have to submit a letter signed by the head of the Institute, where are they are working/studying, stating that the participant is a doctoral/post-graduate student.

Any other participants, other than the doctoral/PG students would be considered under the "Others" category.

For foreign nationals, the registration fee is US\$ 100.

The registration fee includes lunch and tea on conference days as well as a copy of the conference proceedings and other stationeries (notebook, pen, folders/bags etc.). Registration form would be emailed to you along with abstract approval information.

**Presentation in absentia:** We encourage participants to attend the conference in person. However, participants can request a presentation in absentia in case of unavoidable reasons. In case of presentation in absentia, an extra charge of INR 1000 (One Thousand) for Indian nationals and US\$ 50 (Fifty) for foreign nationals would apply. This charge is over and above the registration fee. In these cases, the paper/article would only be included in the conference proceedings with ISBN, but it would not be presented.

**Bank details:** Registration fee can be submitted through a demand draft in favor of 'Institute of Management Technology, Hyderabad', payable at Hyderabad. Online transfer of the registration fee is also possible. The account detail wherein online transfer is to be credited is as follows:

A/c Name : Institute of Management Technology Hyderabad.

A/c Number : 000694600000012

Account Type : Savings Account

Bank Name : Yes Bank

Branch Name : Somajiguda, Hyderabad

IFSC Code : YESB0000006

Kindly fill the form by clicking the link <https://goo.gl/wEhhfz> after the completion of transaction.

## Hospitality

There are wide range of hotels in Shamshabad in all the categories from luxury to budget hotels like Novotel, Hyderabad Grand, to name a few. IMT H is at a distance of around 8kms from Shamshabad. Autos generally charge INR 130/- for a single-way trip to IMT campus from Shamshabad.

## About Institute of Management Technology (IMT), Hyderabad:

IMT Hyderabad's state of the art campus with nearly 2 lakh sq. feet built up area is located in 30 acres land near Hyderabad's Rajiv Gandhi International Airport in Shamshabad. The beautifully landscaped green campus of IMT Hyderabad has an academic block, a library building, dining halls, hostels, faculty housing and seven water bodies for water harvesting. The institute has a sports complex with cricket ground, football ground, basketball court, tennis court and badminton courts. The academic block houses nine lecture theatres (tiered), eleven flat classrooms, 55 faculty offices, IT labs with more than 100 systems, administrative offices, meeting rooms, conference halls and an open air amphitheater with a capacity of nearly 300.

IMT Hyderabad's PGDM programs are residential in nature and all the students are required to stay in hostel. The institute has four hostel blocks with 180 rooms each. All the hostel rooms are single occupancy, fully furnished and have internet connectivity. Apart from the basic amenities and required security, the hostels also have recreational, sports and gym facilities.

## About Hyderabad

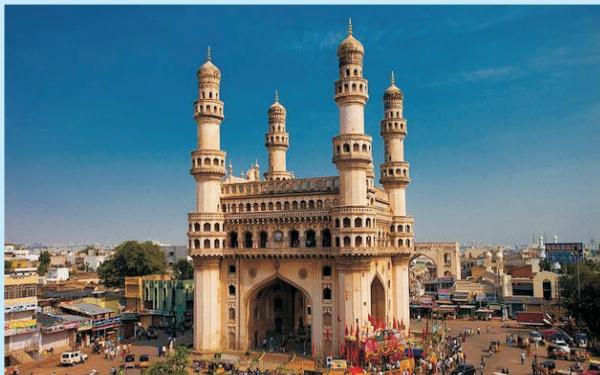
Hyderabad is the capital of the southern Indian states of Telangana and Andhra Pradesh. A major center for the technology industry, it is home to many upscale restaurants and shops. Occupying 625 square kilometers (241 sq. mi) along the banks of the Musi River, it has a population of about 6.8 million and a metropolitan population of about 7.75 million, making it the fourth most populous city and sixth most populous urban agglomeration in India. Much of Hyderabad is situated on hilly terrain around artificial lakes, including Hussain Sagar-predating the city's founding-north of the city center. The growth of the financial services sector has helped Hyderabad evolve from a traditional manufacturing city to a cosmopolitan industrial service centre.

## How to Reach Hyderabad

Hyderabad has a new state of the art airport which is serviced by international flights from Europe and the Middle East. Domestic flights operate from all major hubs. Taxis and auto-rickshaws ply back and forth to the city center. Hyderabad has three railway stations: Kacheguda, Hyderabad Deccan (Nampally) and Secunderabad. All three are major junctions on the South and West Zone sectors of the Indian Railways linking Hyderabad to major destinations like Mumbai, Delhi, Kolkata, Pune, Chennai, Bangalore and Thiruananthapuram.

## Climate

Hyderabad has a tropical wet and dry climate bordering on a hot semi-arid climate. The annual mean temperature is 26.6 °C (79.9 °F); monthly mean temperatures are 21-33 °C (70-91 °F). Summers (March-June) are hot and humid, with average highs in the mid-to-high 30s Celsius. Winter lasts for only about 2 months, during which the lowest temperature occasionally dips to 10 °C (50 °F) in December and January.



## Important Dates

◆ Last date for abstract submission	November 20, 2019
◆ Notification of abstract acceptance	December 10, 2019
◆ Last date of payment for registration fees	December 18, 2019
◆ Conference dates	January 17 & 18, 2020

## Conference Committee

Prof. Sivagnanasundaram M

Prof. Nitin Gupta

Prof. Dhananjay Singh

Prof. Devi Prasad Ghosh

Prof. Manoj Das

Prof. Ram Balak Yadav

Mr. Phalguna Reddy

## Contact Details

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