INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT), HYDERABAD

PRESENTS

MARKETING CONFERENCE ON EMERGING MARKETS (MCEM) - 2019

International Conference Theme:

"Digital Practices and Trends in Emerging Economies: Social & Business Perspective"

Individuals around the globe are embracing and driving change, where the technology is available and affordable. Digital technology has immense potential to open up a wide range of opportunities for consumers as well as businesses. Digitalization has enhanced the connectivity and mobility in the society with the help of social media and is also providing new opportunities for businesses such as digital banking, online stores and aggregators, which is providing a win-win situation to both consumers and businesses. More specifically, digitalisation is playing a great role in emerging economies such as India, where a large number of the population resides in rural areas as it is helping them to get connected with recent developments and is improving their livelihoods. Further, the digital technology has helped the businesses to be more innovative, efficient and customer friendly. Globally, economies are investing in digital infrastructure to support policy agendas and to facilitate the achievement of opportunities for businesses, consumers, and government. Digital technologies, done right, can be a powerful enabler for economies and economic growth.

Considering the importance of digital infrastructure, the government has started to invest in developing the digital infrastructure in the country. The investment in digital infrastructure is as crucial as other forms of infrastructure because it will boost productivity, open up new channel of commerce and also enhance the economic growth of the nation. Digitalisation helps in breaking down of distances as a barrier. There are many other applications of digital technology in the business, consumer, and government spheres which include digitalization in multinational corporations, analysis of big data, and development of wide-ranging policy agendas, including privacy and cybercrime.

Conference Objective

Despite the knowledge and understanding that innovation and embracing new models are essential for survival and growth, most businesses find themselves operating in the loop of incremental changes like upholding current responsibilities and making just enough changes to ensure the next quarter's objectives. Marketers and businesses who are embracing the digital way, are also experimenting with the new understanding to have a deeper outlook. They are often limited by the lack of proper resources and uncertainty/boundary of the outcome. Currently, businesses are handicapped by lack of research in the digital domain. In order for a business to succeed in the digital age, consumer and society need to improve in digital. So business has a larger role in the term of educating the society

The objective of this conference is to provide a platform to academicians, industry practitioners, and NGO's to discuss their views, research and share their experiences of doing business/ helping people at the bottom of the pyramid with the changing trends of digitalisation. The conference expects to attract the intellectual working in the domain of digital space, which will help in knowledge sharing, understanding and promoting the best practices/barriers in the digital world and motivate researchers to address the new gap /issues in this emerging research topic.

Conference Theme

"Digital Practices and Trends in Emerging Economies: Social & Business Perspective" The conference will focus on the current and other emerging trends of Social, Economic, Business & Marketing in a digitally connected world.

Call for Papers

Institute of Management Technology (IMT), Hyderabad invites you to participate in the 'International Conference on Digital Practices and Trends in Emerging Economies: Social & Business Perspective, which would be held on January 18 and 19, 2019 at Institute of Management Technology (IMT) – Hyderabad campus.

The details of the conference are provided as follows:

Participants

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

Proposed tracks

- Digital & Online Marketing
- Business Analytics & IT
- Change Management & Leadership
- Digital & Business Operations
- R&D and Product Innovation
- Digital Business Models & Strategy
- Digital Finance
- Digital Consumer Behavior
- Digital Entrepreneurship
- Other Emerging Digital Technologies

Sub-Tracks

The sub-tracks for the Conference are not limited to but consist of the following:

Digital & Online Marketing	Business Analytics & IT
- E-commerce/B2B/B2C/B2P Marketing - Search Engine Marketing - Social Media Marketing - CRM - Sensory Marketing - Marketing Analytics - Advertising, Promotion & Branding - Consumer Behavior	- Predictive Analytics - Big Data - Internet of Things - Artificial Intelligence - Machine Learning - Data Mining - Business Intelligence - Analytics

Change Management & Leadership

- Organizational Change Management
- Risk Management & Mitigation
- Talent Acquisition & Management
- New Age Leadership
- Training & Development

Digital & Business Operations

- Transportation
- Operations and Marketing Interface
- Managing Digital & Integrated Supply Chain
- Total Quality Management
- Planning and Implementation
- Managing Inventory
- Digital Distribution

R&D and Product Innovation

- New Product Development
- Go-to-market Strategy
- Design Thinking
- Vision Planning
- Prototyping
- Agile Practices

Digital Business Models & Strategy

- Organizational Design
- New Strategy Formulation
- Growth Strategies
- Organizational Networks
- Portfolio Planning
- Business Models

Digital Finance

- The future of finance in an era of digital transformation.
- FinTech and the Transformation in Financial Services
- Digital Competition in Financial Services
- Innovation Strategy: Developing Your Fintech strategy
- Digital Transformation of Financial Services
- Digital Financial Inclusion
- Digital Transactional Platforms.

Digital Consumer Behavior

- Digital Revolution and Consumer Behavior.
- Consumer behavior and advertising.
- Consumer Buying Behavior- Digital Age.
- Consumer Search Behavior.
- Consumer behavior on social media.
- Consumer behavior and Marketing strategy.
- Media Influence on Purchase Behavior.
- Decoding digital consumers

Digital Entrepreneurship

- Fueling Digital Entrepreneurship in India.
- Building Digital Entrepreneurship Ecosystems(DEE)
- Role of Digital in Social Entrepreneurship

Other Emerging Digital Technologies

- Ambient Knowledge
- Immersive Technologies (Virtual & Augmented Reality)
- Virtual Private AI
- Omni-Comms
- Process Hacks
- Personal Clouds
- Any Other Related Aspects of Marketing in the Emerging Markets

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 Four

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 30th Nov 2018. Post blind review, the conference committee would intimate the authors of the selected abstracts regarding the acceptance of the same via email in a week time. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper.

Notification of Acceptance

The Conference Committee would intimate the authors via email on receipt of the abstracts. Post 20th Nov 2018, all the collated abstracts would be categorized and sent to the reviewers for the blind review process. Post review, the conference committee would intimate the authors of the selected abstracts regarding the acceptance of the same via email by 30th Dec 2018. 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, 2018. 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 Four

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.

Paper Publication

Extended version of conference presentation, selected on the basis of content and quality will be invited for review and potential publication in the special issue of International Journal of Environment, Workplace and Employment (An Inderscience Journal, Scopus Indexed, and ABDC-C category). The organizers are thankful to Prof. Pascal Paillé (Editor, International Journal of Environment, Workplace and Employment) for providing an opportunity for special issue on the conférence theme.

Registration

Fee: All participants are required to register for the conference. For Indian nationals, the registration fee is INR 1000 (One Thousand) under the "Research Scholar" category and INR 2000 (Two 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. Categories do not apply for foreign nationals.

The registration fee includes lunch, dinner and tea on conference days as well as 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.

Early-bird Offer: Participants who register on or before 30th Sep, 2018 can avail early bird discounted rates. For Indian participants under "Research Scholar" category it is INR 500 (Five Hundred) and for "Others" category it is INR 1000 (One Thousand). For foreign participants, the same would be US$ 80 irrespective of the category.

Presentation in absentia: We encourage participants to attend the conference in person. However, participants can request 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. No request for presentation in absentia would be accepted post 30th Nov 2018.

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
IFS Code   : YESB0000006

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

Hospitality

Participants may opt to stay at the IMT-Hyd. campus during the conference days. The campus Guest House has limited number of rooms and would be available for the conference participants on first come first serve basis. The tariff details, which include service taxes, are given as follows:
Single Occupancy = Rs. 2,500/- per day
Double Occupancy = Rs. 1,500/- per day
There are also a wide range of hotels in Shamshabad in all the categories from luxury to budget hotels. You may use internet to find out the hotel and their details for reservations. Shamshabad is situated at a road distance of 8-10 kms from the campus. Autos (three-wheeled vehicles) generally charge INR 120 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	Nov 30, 2018
Notification of abstract acceptance	Dec 15, 2018
Last date for submission of selected papers	Till Dec 30, 2018
Last date of payment for registration fees	Dec 15, 2018
Conference dates	Jan 18-19, 2019

Conference Committee

- Mr. Devi Prasad Ghosh
- Mr. Nitin Gupta
- Mr. Sivagnanasundaram M
- Mr. Dhananjay Singh
- Mr. Manoj Das
- Mr. Ram Balak Yadav
- Mr. Pradeep Kumar Mohanty
- Mr. Phalguna Reddy
- Area Chairpersons

Contact Details

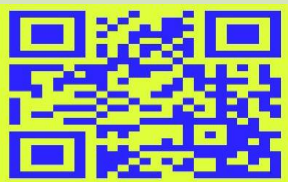Conference Chairperson: Prof. Devi Prasad Ghosh.
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Institute of
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