GLOBAL VIRTUAL CONFERENCE

ICMC 2022

MICA's 8th International Communication Management Conference

MICA
THE SCHOOL OF IDEAS

UNIVERSITY OF Southampton

PARTNER JOURNALS

Journal of Creative Communication

Journal of Strategic Marketing
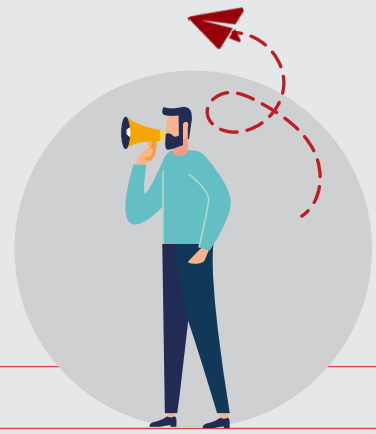(ICMC SPECIAL ISSUE)

BEST PAPER AWARDS
Opportunity to win from a prize pool of
₹ 8 LAKHS

THE FUTURE OF BUSINESS IN A DIGITAL ERA: DATA, ANALYTICS, AND NARRATIVES

5–7 January, 2022

DISTINGUISHED SPEAKERS

DEBBIE ELLISON
Global Chief Digital Officer,
VMLY&R Commerce

JAIDEEP PRABHU
Professor of Marketing,
Judge Business School,
University of Cambridge

JAYA DESHMUKH
Executive VP-
Strategy and
Transformation,
Colt Technology Services

MICHELLE WHELAN
Managing Director,
Global Business,
VMLY&R

PRAVEEN SHARMA
CEO, Paytm
Payments Services Ltd.

SANDEEP MENON
Tech Business Leader
& MICA GC Member

VIJAY VISWANATHAN
Associate Dean &
Professor of IMC
at Medill

CONFERENCE OVERVIEW

Digital marketplace has transformed every aspect of our lives. Data are the life blood of this marketplace and how that data are created, captured, and curated, is deciding the difference between today and tomorrow's winners and wannabes. Further to that, while digital marketplace is called to be the great equalizer by many, its benefits are often not enjoyed equally across the world; indeed, this chasm between the haves and the have nots is increasing. Internet is a necessity in today's rapidly globalising world. While the global market penetration has been unprecedented in emerging economies, the digital divide continues to be a challenge in many lower-middle and low-income societies. Other major challenges pertain to – the use of data analytics in solving business problems; the role of social media platforms; what triggers customer engagement and how do we drive that; at what point do we engage with customers, through which channel and with what message; how do businesses navigate the organizational, government institutional and infrastructure challenges, and what the future of data, analytics and narratives will look like across a spectrum of business sectors and societies.

But challenges present opportunities for growth and innovation. From electronic commerce, to mobile commerce to social commerce, we are engaging in digital marketplace with greater enthusiasm on a global scale. And the glue that binds us in this marketplace are the multitudes of narratives. From our personal narratives that appear on social media websites to organizational narratives that appear on corporate websites and then there are global narratives that combine news, politics, organizations and people. Digital narratives have made us more connected, as seen through movements such as 'black lives matter', and at the same time has created ongoing debates and political and ideological divergences.

In this marketplace, which commends itself for the abundance of data, answers will only emerge if we ask the right questions, deploy optimal analytics, and then tell the story with appropriate narratives with well-configured mediums. This conference aims to create a scholarly platform wherein such narratives will converge, diverge and collide. Through these debates will emerge the new narratives that are more holistic, more powerful, and more equitable. We welcome you to join us on this fascinating journey of creating, curating and complementing new knowledge on the frontiers of data and analytics!

CALL FOR IDEAS

Ideas on the conference theme in the form of Full Papers – Academic/Practitioner Research/Case Studies; Extended Abstracts – Work-in-Progress Projects; and Proposals for Poster Presentations, Video/ Film-based Presentations, and Panel/Round-table Discussions are invited. The themes and sub-themes (not limited to) are below:

Data, Analytics and Narrative

- Data Literacy and Visualizations
- Artificial Intelligence and Digital Engagement
- Unstructured Data and Analytics

- Global Data Governance
- Data Privacy – The Search for a Global Solution
- IOT and Analytics
- Blockchain and Cryptocurrency Modelling

- Big Data and Predictive Analytics for Sustainability
- Reducing Carbon Footprint through Data and Analytics

Marketing, Data, and Narratives

- Customer Experience Data and Implications
- Leveraging Data and Technology to Enhance Customer Experiences
- Understanding the Customer Journey
- Consumer Insight Mining

- New Methods and Models of Research in Marketing
- MarTech – Challenges and Opportunities
- Marketing Metrics
- The Role of Data in Communications
- Retailing Issues

- Social Media – Influencer Marketing, Search Marketing, Data Mining, Sentiments Analyses
- Search Engine Optimisation

Data, Business, Firm and the Society

- Data Driven Firm Cultures
- Data Driven and Analytics Education
- Investing in Data Analytics
- Finance-related issues and Fintech
- Data and the Government
- Economics and Econometric Modelling
- Big Data and the Society – Challenges and the Future
- Social Media Firestorms
- Any other data, business and the society topics
- Using Data Science for Sustainability; Analytics and the Society.

SUBMISSION GUIDELINES

- Full Paper Submissions: All full papers should include the title page, a structured abstract (max. 200 words), and the main text including figures, tables, and APA-style references. Total word count for full manuscripts to be in the range of 6,000 to 9,000 words.

- Extended Abstract Submissions: Extended abstracts (max. 500 words) for work-in-progress projects are also invited. We also invite proposals (max. 500 words) for poster presentations, and video/film-based presentations. Authors should confirm that their submission is entirely original and not already published/ presented; not submitted elsewhere for possible publication/ presentation.

GUIDELINES FOR SUBMISSION: EXTENDED ABSTRACTS & FULL PAPERS

Title Page
- Title of the paper/ proposal
- Author name(s)
- Designation(s)
- Institutional affiliation(s)
- Email IDs
- Contact numbers
- Brief resume (Max. 100 words)

Abstract
- Introduction
- Research Questions/ Objectives
- Research Methodology/ Process
- Results (Final/Interim) and Implications
- Keywords (Max. 6)

Note: Incomplete submissions will not be sent out for review

Formatting Guidelines
Title: **Bold Type**
Font: Times New Roman
Font size: 12 Points
Line spacing: Double
Margins: One inch on all four sides

Select full papers accepted in the conference would be considered for publishing in **the Journal of Creative Communications (published by SAGE) & ICMC Special Issue with The Journal of Strategic Marketing**, subject to meeting the submission guidelines.

BEST PAPER AWARDS – ICMC 2022**

FIRST PRIZE: USD 5,350 (₹ 4,00,000 *)

SECOND PRIZE: USD 2,675 (₹ 2,00,000*)

THIRD PRIZE: USD 1,340 (₹ 1,00,000 *)

TWO CONSOLATION PRIZES:

USD 800 EACH (₹ 60,000*)

*1 USD = ₹ 75 (approx) **Only full papers are eligible for Best Paper Awards.*

IMPORTANT DATES AND DETAILS

OCTOBER 31, 2021
Last Date for Full Paper/
Abstract/Proposal Submission

NOVEMBER 15, 2021
Notification of Acceptance

DECEMBER 5, 2021
Registration Deadline

Submission Link:
https://easychair.org/conferences/?conf=icmc20220

REGISTRATION FEE

	Online Participation	
	USD $	INR ₹
INDIAN DELEGATES		₹ 2,999
RESEARCH ASSISTANTS/DOCTORAL SCHOLARS/ YOUNG INNOVATORS	$ 42	₹ 2,499
INTERNATIONAL DELEGATES*	$ 110	₹ 7,999

Interested delegates from countries with special needs should write to the conference committee asking for special concession on the fees.

BANK DETAILS FOR REGISTRATION

Bank Account Number	**00491000064062**
Name of the Bank	HDFC BANK
Bank Account Type	SAVINGS
Name of Account Holder	MICA
Address of Bank Branch	BODAKDEV BRANCH, AHMEDABAD
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Associate Professor of Strategic Marketing and Marketing Analytics, Co-chair of Centre for Learning and Innovative Pedagogy, MICA

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