

INTERNATIONAL CONFERENCE ON INNOVATIVE BRAND BUILDING THROUGH DIGITAL MARKETING

30th - 31st January 2016



**RP-Sanjiv Goenka
Group**

Growing Legacies

IMI

INTERNATIONAL MANAGEMENT INSTITUTE

—Shaping global leaders for tomorrow—

B-10, Qutab Institutional Area, Tara Crescent, New Delhi-110 016
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Email : placements@imi.edu, www.imi.edu

**Early Bird
Registration Discount
20%**

TOPICS

- Digital marketing trends
- E tailing and Brand building
- Digital branding and Consumer experiences
- Convergence marketing
- Communicating through web2.0 and social media
- Digital media and corporate reputation
- E-Pricing and online shopping behavior
- Social media marketing
- Customer Analytics & impact on Brand valuation
- Mobile marketing
- Corporate Brand building
- Corporate reputation
- Legal and privacy issues in Digital Branding
- Dialogue Marketing through Social media
- Customers as co producers
- Buzz marketing
- Mobile Vital marketing
- New Product Development & digital Marketing
- Search engine optimisation
- Customer engagement
- Online communities
- Private Labels Vs brands
- Brand equity and valuations

IMPORTANT DATES

Conference

Jan 30-31, 2016

Call for papers

July 20th 2015

Acceptance of abstracts

September 20th 2015

Abstract Acceptance and intimation

October 30th, 2015

Early Bird registrations

July 01 to August 30th, 2015

Receipt of papers by Chair

Nov 15th, 2015

Date of Consent Communication

Nov 30th, 2015

Jury selection of papers

Dec15th, 2015

Last date of Registration of Paper presenters

Jan 15th, 2016

Last date of Registration of conference attendees

Jan 25th, 2016

**Doctoral Colloquium
29th Jan, 2016**

Who should attend?

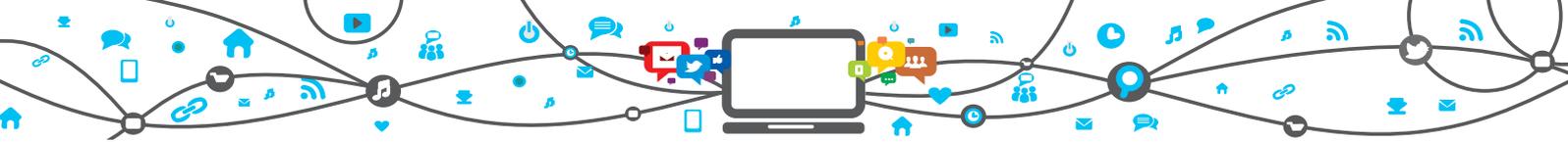
CEOs, Business Leaders, Promoters
Marketing Heads, Brand Managers, Digital Marketing Managers
Consultants- Digital Marketing and Innovation experts
Faculty and Academicians
Research Scholars and students

ONLINE PAYMENT

All Write tranfers shall be made in favour of
International Management Institute, India

Forms for online payment are available at
www.imi.edu/CBBDM2016

Conference Convener: Dr. D K Batra Contact: dkbatra@imi.edu
Conference Co-convener: Dr. Pinaki Das Gupta Contact: pinaki@imi.edu



INTERNATIONAL CONFERENCE ON INNOVATIVE BRAND BUILDING THROUGH DIGITAL MARKETING DATE: 30-31ST JANUARY 2016

Conference Overview

Since the birth of the modern economy and the death of once successful companies has become a norm of the day. Limited by their ability to respond to disruptive change, only select few companies have managed to survive and remain dominant in their industries over the last 50 years. Today, the key determinant of whether any established business will survive is its ability to adapt to the changes brought on by digital innovations. Despite the knowledge that innovation is urgent and essential, most businesses find themselves trapped by their responsibility to uphold existing business models and make next quarter's numbers. Marketers, who have done a good job talking about and experimenting with embracing digital, often find that they are prevented from effecting change by structural impediments in the organization, limited budgets and uncertain results. The proposed conference is an attempt to deliberate on changes in the Brand building process brought through digital marketing in its interface with the consumer.

Who should attend?

- CEOs, Business Leaders, Promoters
- Marketing Heads, Brand Managers, Digital Marketing managers, Media Managers and E- Commerce Companies
- Consultants -Digital Marketing and Innovation Experts
- Faculty and Academicians
- Research Scholars and Students

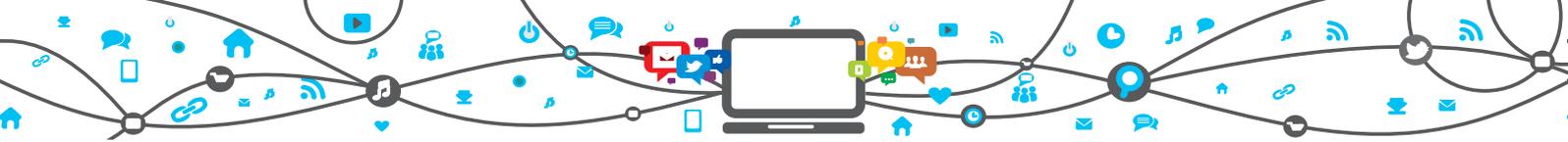
DAY 1 30TH JANUARY 2016

Inaugural Session- 30th January 2016 (9.30 am -10.30 am)

Digital Transformation: Opportunities for Marketers and Brand Leaders

Digital world transformation is changing the way business is done -360 degrees. Digital technologies are transforming the channels & operations, pricing strategies and the communication mix, resulting in a completely different realm of Global Business. The impact of social media has transcended the physical boundaries and therefore thriving 24X7X12 economies, riding the spacecraft of brand marketers and leaders creating new age organizations.

Tea 10.30-10.45 am



Plenary Session 1 (10.45 – 11.45 am)

Digital Brand Strategy

Digital tools and techniques have changed the way consumer behaves, but there is a need to certainly evaluate the relevance of traditional methods of Brand equity measurement, Brand Valuations and Building Brand culture. Marketers need to adopt digital marketing models to better engage consumers. They need to “pull” consumers into an ongoing conversation about the company’s products and services. There is no one right way to accomplish this engagement, and there are many possible pathways to success.

Parallel Session Tracks

Digital Branding models- Parallel Session Track- I (11.45 - 1.15 pm)

- Measuring Brand equity in for Digital Brands
- Predicting the Impact of digital marketing on Brand Valuation
- Digital branding models

Managing Digital Brands- Parallel Session Track- II (11.45-1:15 pm)

- Issues in managing Digital Brands
- Brand Revitalization & Rejuvenation challenges in the digital space
- Digital Brand Culture & integrating Digital and Physical Brands

Lunch 1.15-2.00 pm

Plenary Session 2 (2.00– 3.00 pm)

Consumer Insights and online shopping behavior:

Consumers are changing the ways they use digital platforms at lightning speed. To benefit:

- i. companies must take a refined look below the surface to understand who is doing what.
- ii. from changing consumer behavior, companies cannot rely only on headline numbers and the trends they suggest.

In reality, understanding and acting on the probable contours of change requires reflection and a deep knowledge of consumer behavior, industry dynamics, and feedback loops. These insights can help players reshape their business models to exploit structural changes and cushion potential.

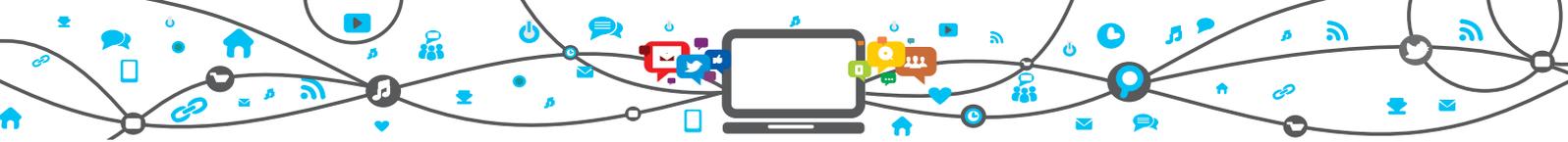
Parallel Session Tracks

Consumer Insight & Information Behaviour research- Parallel Track- III (3.00 - 4.30 pm)

- Digital information consumers, Insights and purchasers
- Models in information behavior research & Information seeking
- Crowd sourcing and Consumer Co- creation

E-tailing and Online Shopping Behavior- Parallel Track- IV (3.00 -4.30 pm)

- E-tailing: Market places vs. Brand e-tailing
- Private Labels vs. Brands on online shopping



- Shopping orientation and online purchase intention

Special Poster Session (3.00-4.30 pm)

- A select list of the paper submitted will be a part of a Special Poster Session. Candidates select for the Special Poster Session are required to be present at the scheduled time slot for providing clarification/presentation/ review of the shortlisted paper.

Tea 4.30-5.00 pm

Special Plenary Session 3 (7.00 – 8.00 pm)

Managing Corporate Reputation through Digital Marketing

Advances in new media and web technology are making it easier for organizations and their employees, suppliers, consumers and stakeholders to participate in the creation and management of content. It is therefore, useful to understand how a corporate communication strategy can leverage these trends. The purpose of this session is to discuss the take-up and use of new media in organizations, highlighting a current approach to implementation issues

Cultural Programme and Dinner 8.00 pm

DAY 2 31ST JANUARY 2016

Plenary Session 4 (9.30 – 10.45 am)

The Future of Social Media and Branding (Panel Discussion)

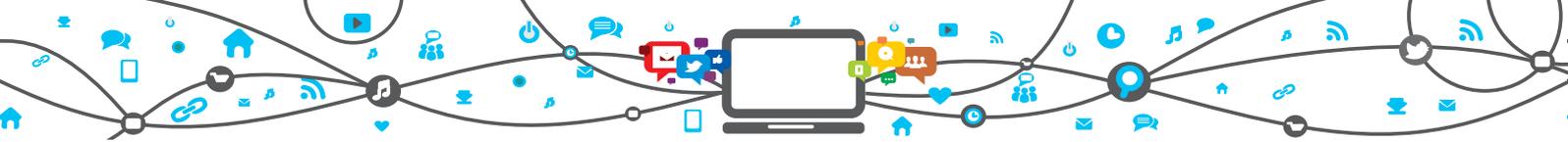
In recent years, social media has become ubiquitous and important for social networking and content sharing. The content that is generated from these websites remains largely untapped. In this session, discussions may take place on how social media content can be used to predict real-world outcomes. For instance, consumers use the tweets from Twitter.com to forecast box-office revenues for movies. A simple model built from the rate at which tweets are created about particular topics can outperform market-based predictors. One significant area of technological advancement is the development of mobile e-commerce, which encompasses interactive business activities and processes related to a commercial transaction conducted through communications networks that interface with wireless devices. This session will highlight how social media has been used by companies to build their brands and how do they envisage the future of social media

Tea-10.45 -11.00 am

Parallel Session Tracks

Social media and Market places or platforms: Parallel Track- V Cases/ Research Papers (11.00 -12.30 pm)

- Tailing a consumer on social media



- Social media marketing campaigns and Consumer Decision-making
- Consumer trust factor on social media and its impact on Branding

Mobile and social media networking: Parallel Track- VI Cases/ Research Papers (11.00 a.m-12.30 p.m)

- Diffusion and success factors of mobile marketing
- Mobile marketing: the role of permission and acceptance
- M Commerce research: Mobile viral and buzz marketing.

Plenary Session 5 (12.30-1.30. pm)

Search Engine Marketing & other tools for Branding

Search represents one of the most important activities for Internet users. An overwhelming majority of users search for information about goods and services on a regular basis and more than half of Internet traffic begins with a search engine .Although the exact algorithms used differ across search engines, major players in the field (e.g., Google) rank and display search results by taking into account the similarity of a web site's content to the users' query, as well as the absolute "authority" of the site, which often relates to how many high-quality web sites link to the focal site in the search engine.

Networking Lunch (1.30-2.30 pm)

Parallel Session Tracks

Search Engine Marketing Parallel Track- VII: (2.30 -4.00 pm)

- Brand positioning strategy using Search Engine Marketing
- Internet marketing strategy for Search Engine Optimization
- Website development and Search Engine Optimization

Search Engine Marketing Parallel Track- VIII: (2.30 -4.00 pm)

- Use of Search Engine Optimisation for web visibility
- Semantic search and improved brand building
- Social media promotion integration with Search Engine Optimization

Valedictory Session (4.00 - 4.45 pm)

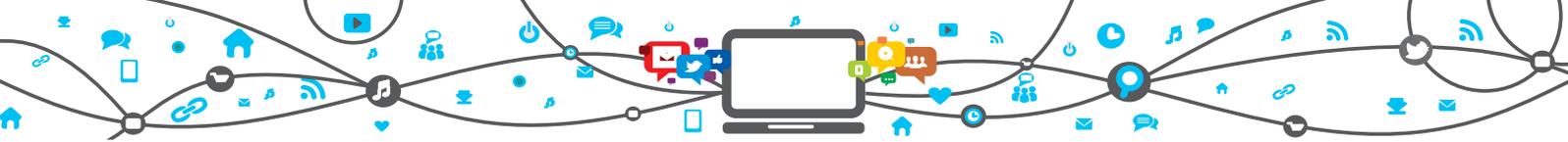
Legal and Privacy Issues in Digital Marketing

High Tea (5.15 pm onwards)

Supporting Peer Reviewed Journals

1. Global Business Review (ISSN: 0972-1509), Sage Publications
2. Emerging Economy Studies (ISSN: 2394-9015), Sage Publications

Global Business Review caters more towards empirical work and Emerging Economy Studies focuses on work which is conceptual in nature. Scholars sending full papers to the conference may like to find the information helpful while sending their paper in the respective track.



Call for Papers:

International Management Institute International Conference on 'Innovative Brand Building through Digital Marketing' invites conceptual and empirical papers, case studies and conference papers from academicians, practitioners, scholars and students related to the conference theme. A few suggested topics and sub topics are listed below though papers, research articles and case studies on marketing and management topics broadly and conceptually related to the conference theme are also welcome. Conference submissions are invited on the following sub themes and Tracks:

Digital marketing trends

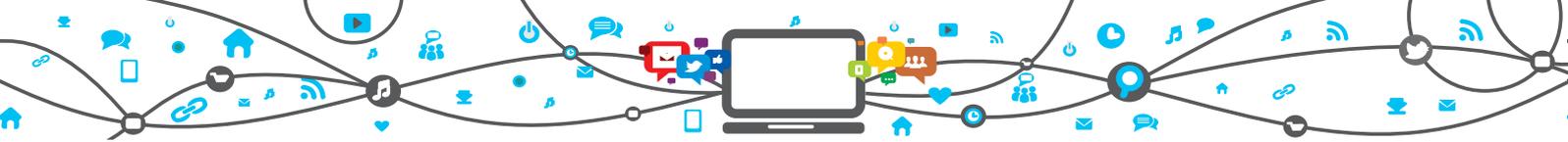
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- Private Labels Vs brands
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Papers are invited from:

- Faculty Members/Academicians
- Research Scholars
- Practitioners
- Executives and Consultants
- Post Graduate students of Management, Science and Technology
- Doctoral students at all stages of their research
- Doctoral Candidates can present either working papers/proposal in the Doctoral Colloquium on 29th January 2016, guidelines for which are given at the end

Important Dates

- Conference Jan 30-31, 2016
- Doctoral Colloquium Jan 29, 2016
- Call for papers July 20th 2015
- Acceptance of abstracts September 20th 2015
- Abstract acceptance and intimation October 30th, 2015
- Early bird registrations July 1 to Aug 30th 2015



- Receipt of papers by Chair Nov 15th 2015
- Date of consent communication Nov 30th 2015
- Jury selection of papers Dec 15th 2015
- Last date of Registration of Paper presenters Jan 15th, 2016
- Last date of registrations for conference attendees Jan 25th, 2016

Refer to call for papers for more detail.

Supporting Peer Reviewed Journals

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Presentation Schedule

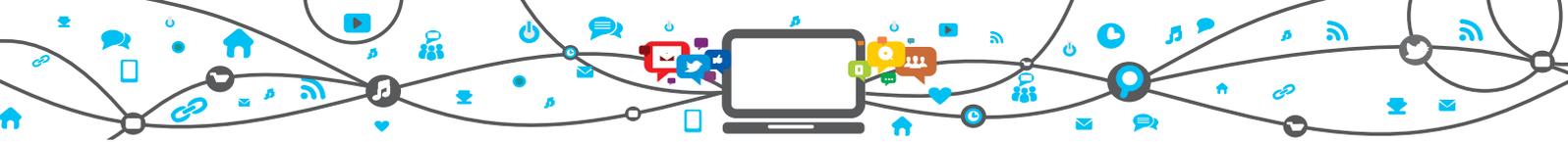
- The conference shall be organized in sessions.
- Each session shall be chaired by an expert from an educational institute/industry
- Presentation by authors: 20 minutes.
- Discussion replies to questions by authors: 5 minutes.
- LCD Projector/OHP/LAPTOPS will be provided for presentation.

F. Conference Registration:

Interested participants can register by filling the online registration form at www.imi.edu/ICBBDM2016. At least one author for accepted papers must register for the conference for inclusion and publication in the book on conference proceedings. A single author presenting multiple entries is required to register independently for each paper accepted. For papers submitted for presentation in absentia, processing fees as given below would be charged. Registration fee will include **inaugural dinner, lunch and tea** for the conference days and doctoral colloquium, and a copy of the conference proceedings. No TA/DA would be paid for the author/participant for presenting the paper in the conference.

The registration fee for the conference is as follows:

	Non SAARC countries	
Category	Indian Participants (₹)	Foreign Participants (\$)
Students and Research Scholars and Doctoral Student	2500	50
Faculty and Academicians	5000	100
Corporate	6500	150



SAARC countries		
Students, Research Scholars and Doctoral Students*	1500	40
Student		
Faculty and Academicians	3500	75
Corporate	5000	100

- Early Bird discount of 20% can be availed for Registration before the date in calendar
- Group discount of 10% can be availed for upto 3 participants and 15% for more than three participants from same Institution/Organization

*Early bird discount and group discount is not available for category: Students, Research Scholars and Doctoral Students

Payment Modes:

ONLINE PAYMENT: All Wire transfers shall be made in favor of International Management Institute, India

The registration as noted above is net of all bank charges. The name of both the “Remitter” and the person on whose behalf the remittance has been made must be furnished to the bank from where remittance is being made. Forms for online payment are available at www.imi.edu/ICBBDM2016.

Other modes of payments

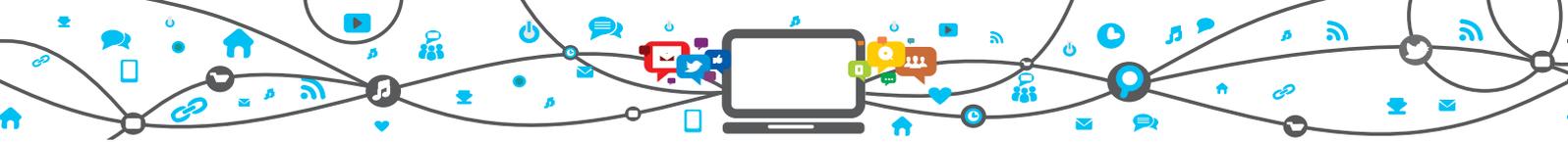
- Registration fees can be sent by Demand Draft in favor of “International Management Institute, New Delhi, India”.
- Fees can also be sent by RTGS/NEFT, details of which are available at www.imi.edu/ICBBDM2016

Publications of Proceedings:

All accepted papers shall be published in a book on proceedings of the conference. The book will be released at the inauguration of the conference. A copy of the book will be provided at no extra cost to all the registered participants. The papers received before the due dates would be published subject to editorial standards and word limits (Maximum 1500 words or four pages). Extra copies shall be charged @ Rs 700.

Chief Patron of the Conference

Dr. Bakul Dholakia, Director General International Management Institute, New Delhi, India- is the Director General of International Management Institute, New Delhi. He is very well known for his tenure at IIM Ahmedabad, where he was the Director (2002 - 2007). Prior to that, he was the Dean at IIM Ahmedabad(1998 - 2001) and a professor in Economics. Prior to joining IMI New Delhi, he was the Director of Adani Institute of Infrastructure Management and Gujarat Adani Institute of Medical Sciences, Bhuj. Prof Dholakia is a Gold Medalist from Baroda University and holds a Doctorate in Economics. He has 45 years of teaching experience, including 33 years at IIM Ahmedabad. He has served as a board member of the Reserve Bank of India Western Area Local Board from 1993 to 2001.



He has guided 20 Ph.D students specialising in Economics, Finance, Business Policy and Public Systems at IIM A. He was awarded the Padma Shri by the Government of India in 2007 for his contributions in the field of Education.

Conference Committee

Chris Horton

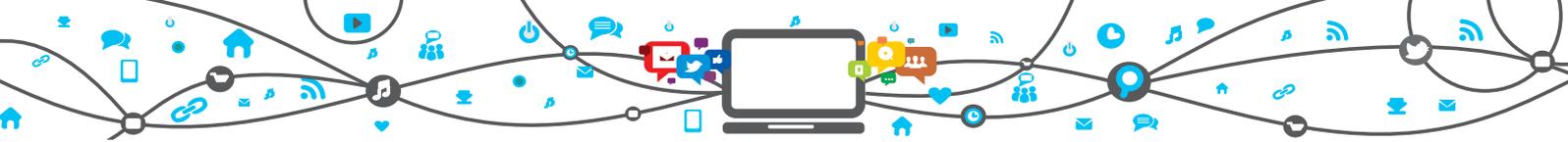
Chris Horton is a content creator and digital strategist for Minneapolis-based integrated digital marketing agency, Synecore. An avid tech enthusiast, Chris has written hundreds of blogs and numerous ebooks on various topics related to digital marketing, including SEO, inbound, content, social, mobile, apps, digital branding and PR, Internet trends, and digital integration & transformation. His work has been widely syndicated on leading marketing & technology and business management blog directories, including Social Media Today, Business2Community, Yahoo! Small Business, and The European Financial Review; in 2013, Chris' work on SoLoMo was featured in Forbes. Chris is an ongoing speaker and instructor at the Online Marketing Institute (OMI). In October of 2014, Chris co-authored *Digital Marketing: Integrating Strategy and Tactics with Values*, published by Routledge. Chris' digital marketing tips can be found on Synecore's Marketing Technology for Growth blog.

Ira Kaufman

Ira challenges owners and senior executives to clarify their goals and translate them into a consistent Brand and Integrated Media Marketing Strategy. He combines 30 years of rich experiences with businesses and nonprofits and guides them to leverage the power of social media for marketing, recruitment and organizational development. Ira collaborates with a team of experts to design interactive environments that create long term business value by integrating traditional advertising, online marketing, public relations and social media. His strong values and sensitivity to organization innovation and change are the foundation of his work. As a PhD from Northwestern's Kellogg School of Management, Ira was a founding member of the team that developed "Social Marketing" – applying marketing to organizations and associations where success was defined in other monetary terms.

Mark W. Schaefer

30 years experience in sales, public relations, marketing, and eCommerce. Currently serves as: Executive Director, Schaefer Marketing Solutions LLC & Adjunct marketing professor, Rutgers University MBA Program. Client list includes Adidas, AT&T, Dell, Scripps Networks, Pfizer, U.S. Air Force, Lexis Nexis, Keystone Foods, Johnson & Johnson, TriStar Products, U.K. government, Cliffs Natural Resources, Cisco. Author of *The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing and Your Business* (2015 Amazon Publishing). Winner of 2012 American Library Association business book of the year award. Currently in more than 560 academic libraries worldwide. *The Tao of Twitter* (2012 and 2014 McGraw Hill) Best-selling book on Twitter in the world. Co-host The Marketing Companion Podcast. Contributing columnist to *Harvard Business Review*. Mark Schaefer is an internationally-known marketing consultant and has appeared in *The Wall Street Journal*, *Wired*, *Entrepreneur*, *The New York Times*, *The London Daily Mail*, *CBS News* and many others.

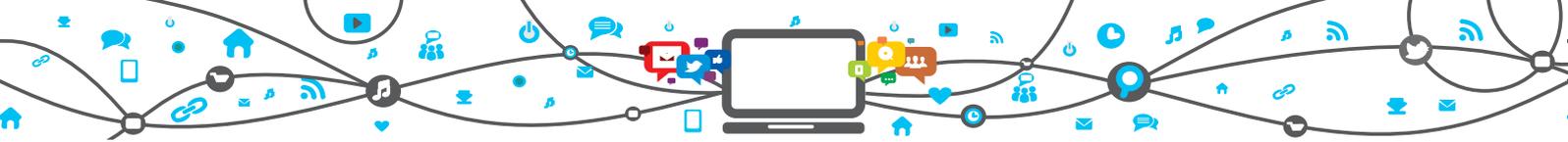


Prof. Abraham Koshy

Professor Abraham Koshy, is a highly reputed academician, consultant and corporate educator in the field of marketing management. He is a senior Professor at the Indian Institute of Management, Ahmedabad, India. In addition, he is also the Chairman of The Federal Bank Limited, a leading private sector commercial bank in India. His appointment to this responsibility was approved by the Reserve Bank of India since November 2013. It is for the first time that a current serving faculty of any IIMs has been appointed as the Chairman of a leading business undertaking, especially a commercial bank in India. Prof. Koshy has specialized in management of products and brands. Dr. Koshy is a co-author of the best-selling book "Marketing Management – A South Asian Perspective" with the legendary marketing guru Prof. Philip Kotler, and others. In addition, he is a co-author and co-editor of three more books and has published several research articles and case studies in reputed international journals, and has presented several research papers in international seminars and conferences. Prof. Koshy is a consultant to many international companies on marketing strategy and has helped companies to re-craft their target segment focus, launch new brands, review their brand portfolios and re-assess brand architecture, and reposition and re-launch brands. He has conducted executive education programs for senior and top level executives of companies in 14 different countries. He is also an independent member of the Board of Directors of Malayala Manorama, one the largest and highly respected company that publishes a daily newspaper with a circulation of 2.2 million copies in addition to several magazines and periodicals that occupies leadership position in the market. He is a member of the Investor Protection and Education Fund constituted by the Securities and Exchange Board of India, the statutory market regulator in India. He is a Visiting Professor at European School of Management, Paris and Glasgow University, UK. He is listed among "Living Legends: 100 Eminent people from Kerala" in the publication *Destination Kerala* sponsored by the Government of Kerala in 2012.

Prof. R.M. Joshi

Prof. (Dr.) Rakesh Mohan Joshi is an eminent author, scholar and renowned management expert. He is the Professor and Chairperson, Management Development Programmes at Indian Institute of Foreign Trade, New Delhi, India's premier business school set up by the Government of India. He has over two decades of teaching, consultancy, and training experience in International Marketing and Business Management. He has had extensive transnational exposure in the field of international business and has been associated with several multilateral organizations, such as the World Bank and the Asian Development Bank. He has conducted several Training Programmes for corporate executives, government officials and foreign diplomats in India and abroad. Prof. Joshi has a scholarly aptitude and a flair for writing which is reflected in his academic pursuits. His books on "*International Marketing*" and "*International Business*" both published by Oxford University Press, are widely prescribed as the core text books in several business schools across the world. His case studies have been awarded by London Business School, besides several approbations. His case studies are published by European Case Clearing House (ECCH), London Business School, Administrator, the Journal of Lal Bahadur Shastri National Academy of Administration, Mussoorie, The Smart Manager etc.



ABOUT IMI

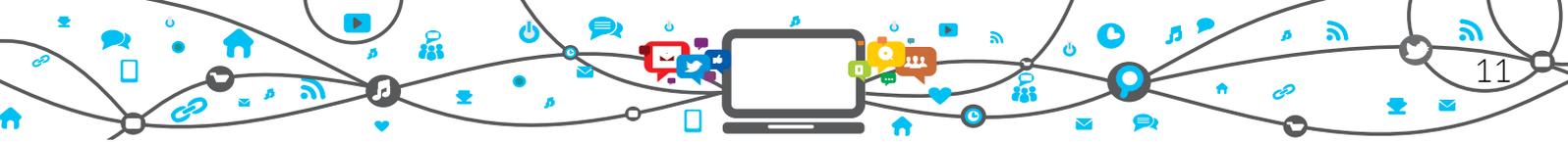
Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). IMI is India's first corporate sponsored Business School with sponsorship from corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor etc. Over a period of time in the last 33 years the Institute has acquired a truly global status. The Institute received UNDP assistance for promoting internationally oriented management education. Besides this it has also various other international linkages with bodies like World Bank, UNDP, ILO, UNCTAD, Asian Productivity Organization etc. To provide a global perspective to the students, the Institute's flagship two year Post Graduate Programme in Management has a student exchange programme with various European Schools such as ESC Rennes, France, MIP School of Management France, Graz University Austria, IESEG School of Management and IDRAC Lyon, France etc.

Besides this IMI is one of the empanelled Institute of the Ministry of External Affairs, GOI, for special Commonwealth Assistance Programme under which the Institute gets the executive MBA students from various Afro – Asian countries for its 15 months Executive Post Graduate Programme in Management.

Today, IMI enjoys the place of esteem among the leading management institutions and the patronage of reputed business organizations in the country. The aim, approach and activities of IMI are guided by all its stakeholders' students, alumni, corporate patrons and society in general. IMI follows international standard curricula in its programs, which has been enriched by its academic collaborations with International Institute for Management Development (IMD), Lausanne (erstwhile International Management Institute, Geneva); Faculty of Management, McGill University, Montreal, and Manchester Business School, U.K, which prepares participants to successfully manage and lead in an increasingly global business environment. IMI's educational programs have been recognized by All India Council for Technical Education (AICTE) and Ministry of Human Resource Development, Govt. of India.

The corporate world in India, public, private, multinational companies, international consulting firms and other organizations have employed its alumni who are rightly called, the Achievers. In addition, the institute offers a full range of custom-made in-company programs, and Management Development Programs (MDPs), all geared to enrich creativity and ability to manage in a dynamic global environment. The Institute also has an active research and consulting base viz: Center for Managing Innovation and Technology and Center for Social Sector Governance to enhance the body of knowledge.

A highly committed team of internationally qualified and experienced faculty enjoys respect and recognition by the academic community, industry and Government.



Accommodation:

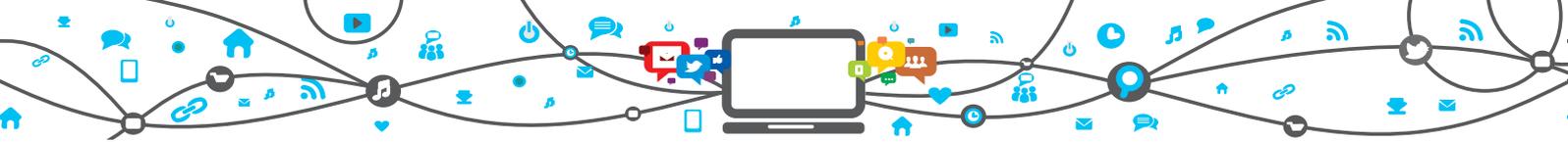
IMI extends assistance to arrange accommodation in guest house/hotel in Delhi and Ghaziabad at the expense of participants. Limited accommodation for authors is available at rate of INR 2500 per person per night (inclusive of dinner and breakfast) at MDP Centre, IMI campus on first come first serve basis. Intimation for reservation of the room should be sent along with the registration fee. The reservations at the rooms centre located on the campus shall be confirmed only on receipt of full payment by demand draft/banker's cheque in favour of "International Management Institute, New Delhi, India".

Guidelines for Research Papers submission

All papers will be evaluated through a double blind review process constituted by drawing experts from Institutions/ Universities/ Organizations of repute in and outside India.

Research Papers:

- Only original work of author/s which is not under review in any conference or Journal at the time of submission would be considered for review. The work should conform to the copyright norms.
- The author/s would have to certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- Abstracts not exceeding 300 words in APA format should be sent to the Conference Chair along with the name and address of the author(s), and submitted online at conference.submissions@imi.edu along with the Contact No's. & active E-mail IDs latest by September 20th 2015. All authors whose abstracts are accepted would be intimated by e-mail latest October 30th 2015.
- A soft copy in APA format not exceeding 5000 words (Maximum 12 pages) should be submitted latest by November 15th 2015 to the Conference Chair. The soft copy should be E-mailed to conference.submissions@imi.edu
- Guidelines for paper submission and presentation are available at www.imi.edu/ICBBDM2016
- All relevant paper contents, including illustrations, should be included in a single document for submission.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, and e-mail address of all the authors. The author(s) name, affiliation or any other author identifying information (including acknowledgements) should not appear either in text of the document, properties of the file or in the file name.
- All accepted papers would be published in Conference Proceedings (maximum four pages per paper). Authors of accepted papers would be required to submit a (revised) version of their full paper for publication in the full-text proceedings of the conference, or a summary version (1-2 pages).
- The best paper presented in each Track would be awarded.



Working papers/proposals for Doctoral Colloquium on 29th January 2016

Doctoral Colloquium Chair: Prof. Deepak Chawla- IMI

Highlights

- There will be three sections of the colloquium
- First section: Research Proposals will be presented and a committee comprising of acclaimed research faculty will be reviewing for the Best research proposal which will be awarded
- Second section: The working papers will be also presented to the Committee which will award the best paper and also provide feedback
- Third section: There will be workshop session conducted for Doctoral scholars where guidance will be provided on techniques, research methodology and analysis etc.

Guidelines for working papers and proposals

Working papers/proposals should be a maximum of 15 pages, including an abstract (200 words approx), keywords, references, exhibits, and appendices. All papers should be submitted online as Word documents using 1.5 line spacing and 12 point Times New Roman font.

- The paper title and all author and co-author details will be entered as part of the online submission process by the Contributing Author, and the organizing committee will only contact the Contributing Author.
- During the online submission process, the Contributing Author will indicate the relevant Title/Sub Title and paper type (working paper/proposal).
- To facilitate blind review of submissions, the author name(s) or any author-identifying information (including acknowledgements) should not be included either in text of the document, properties of the file or in the file name.
- All abstracts (of working paper/proposals) should be submitted online no later than **30th August, 2015 to doctoralcolloquium.proposal@imi.edu or doctoralcolloquium.workingpaper@imi.edu**. Submissions by hardcopy would not be considered.
- All accepted working papers/proposals should be submitted online not late than **30th November 2015 at doctoralcolloquium.proposal@imi.edu or doctoralcolloquium.workingpaper@imi.edu**
- Proposals need not be confined to the scope of Marketing by can be relevant to any other functional area of management




INTERNATIONAL MANAGEMENT INSTITUTE
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