



UNIVERSITY OF JAMMU



International Conference on

“Strategic Marketing Initiatives in Emerging Markets” (SMIEM)

March 15-16, 2019



The Business School, University of Jammu

JAMMU (J&K), INDIA

in collaboration with

NASMEI



International Conference on “Strategic Marketing Initiatives in Emerging Markets” (SMIEM)

The Business School, University of Jammu is delighted to announce International Conference on the theme “Strategic Marketing Initiatives in Emerging Markets” in collaboration with North American Society for Marketing Education in India (NASMEI) on March 15-16, 2019.

Conference Theme

Strategic Marketing Initiatives in Emerging Markets (SMIEM)

In the present world order, emerging markets constitute a major growth opportunity due to the fact that business landscape has evolved tremendously. This evolution offers a broader set of opportunities and challenges, which need to be addressed and strategized to harness value oriented approach in the divergent emerging markets. The requisite relationships in the long term horizon need to address the functional specificities leading to competitive advantage, as the markets which understand the strategy and design their future plans accordingly are going to be more competitive and successful.

Thus, the conference is an endeavour to bring together all stakeholders including academicians, researchers, corporate, policy makers, scientists, entrepreneurs, students, civil society, rural change makers and interested individuals to one platform for sharing their experiences, ideas, viewpoints and collective intellect

Conference Highlights

Key Speakers



Prof. Vijay Mahajan
Marketing Department,
McCombs School of Business
The University of Texas, Austin, U.S.



Prof. Vithala R. Rao
Deane W. Malott Professor of Management Professor of
Marketing and Quantitative Methods
Samuel Curtis Johnson Graduate School of Management
Cornell University, New York



Prof. Deepak C. Jain
President,
China Europe International Business School
(CEIBS), Shanghai



Prof. Arvind Rangaswamy
Anchel Professor of Marketing
The Smeal College of Business, Penn State
University, University Park, Pennsylvania



Prof. J B Nadda

Professor of Management
Director,

Consortium for Educational Communication, New Delhi



Prof. Ashish Sadh

Professor,
Indian Institute of Management, Indore



Prof. S. Bhardwaj

Dr. Bala V. Balachandran &
Vasantha Balachandran Chair Professor
of Marketing, Great Lakes Institute
of Management, Chennai

⇒ **Pre workshop & Doctoral Colloquium**

The conference aims to have research scholars and academicians from different arenas of management and allied disciplines to present their respective dissertation related work in the doctoral colloquium. All the scholars who are currently enrolled in any full-time/part-time fellow/PhD program in any discipline of management are eligible to participate in this event.

⇒ **Doctoral Award**

A cash prize of Rs. 8,000/- shall be awarded to the best doctoral work presented in the pre-conference workshop.

⇒ **Conference Awards**

Paper submissions will be evaluated by subject experts/editors on the basis of originality, research rigor, and contribution to theory and/or practice. In order to foster the research, the best papers will be awarded a cash prize of Rs. 10,000/- in the conference..

⇒ **Publication Opportunities**

- ◆ Selected papers will be recommended for publication in regular/special issue of referred Journals (to be notified).
- ◆ Book of abstracts (with ISBN No.) (to be notified)

Conference Tracks

Academicians, research scholars and industry practitioners engaged in the field of marketing with respect to the Emerging Markets and related fields are invited to contribute original research papers (both empirical and conceptual) and case studies on the theme “Strategic Marketing Initiatives in Emerging Markets”. The conference tracks are only indicative and any research that addresses the main theme of the conference is welcome..

- ◆ Analyzing Consumption Patterns
- ◆ Technology and Innovation
- ◆ Customer Relationship Management
- ◆ Branding Strategies
- ◆ Services Marketing
- ◆ Digital Marketing
- ◆ Social Media Marketing

- ◆ Marketing Communication
- ◆ Retailing
- ◆ Rural and Agribusiness marketing
- ◆ Green Marketing
- ◆ Bottom of the Pyramid Marketing
- ◆ Supply Chain Management
- ◆ Integrating Functional management for strategic gains
- ◆ Return on Marketing

⇒ **Conference Registration Information**

	Category	Indian and SAARC Countries (Rs.) Plus GST 18%	Foreign (US\$)
Conference Only	Students/Scholars	3000	150
	Academicians	5000	250
	Industry/Practitioners	7000	350
Conference & Doctoral Colloquium	Students/Scholars	4000	250
	Academicians	6000	450
	Industry/Practitioners	8000	550
Early Bid Discount: 10% University of Jammu Student or Alumni Discount: 10% *The registration fee is exclusive of accommodation.			

⇒ **Submission Guidelines**

- ◆ Contributors are invited to submit an extended abstract of their paper in the form of 1000-1500 words indicating purpose, research methodology, findings, and research implications. At least five keywords should be provided.
- ◆ Submissions must be original (not being considered for publication elsewhere) in standard format (double column, single-spaced, 10-pt font, Times New Roman).
- ◆ Individual and multiple authors are welcome to contribute.
- ◆ Once the submission is accepted, at least one of the authors must register and present at the conference.
- ◆ Receipt of all manuscripts will be acknowledged.
- ◆ Each submission will be blind reviewed for technical merit and content.
- ◆ The first page of the manuscript should be the title page. It should contain the title of the manuscript and the name, designation and affiliation of the author along with the address, phone/fax number and email address of each contributor.
- ◆ The second page should contain the manuscript title and the abstract.
- ◆ All the figures and tables should appear at the end of the manuscript. They should be properly numbered in Arabic notation and bear appropriate title and labels.
- ◆ The full paper submission should normally be of 6000-7000 words including figures and tables typed in double space and printed in 12-point font on A-4 size paper with 1 inch margin on all four sides.

- ◆ References should be placed at the end of the manuscript after the figures and tables. The references should mention only those sources, which are cited in the text of the manuscript
- ◆ Major headings should be left justified and bold with one line above and one line below the heading to separate it from the text.
- ◆ Authors are advised to follow APA Style of referencing throughout the manuscript.
- ◆ Submissions must be made online at <https://easychair.org/conferences/?conf=smiem2019>
- ◆ For any other communication, authors can write to Conference Convener at tbssmiem2019@gmail.com

IMPORTANT DATES

Last Date for Receiving Extended Abstracts	31st July, 2018
Author Acceptance Information	30th August, 2018
Last Date of Submission of Full Paper	15th November, 2018
Last Date of Early Bird Registration	10th December, 2018
Last Date of Registration	30th January, 2019
Conference Dates	15th - 16th March, 2019

About The Business School, University of Jammu

University of Jammu is one of the India's prestigious universities with its commitment and focus on its core functions of teaching, research, publication, examination and extension. Accredited with A+ grade by National Assessment and Accreditation Council (NAAC) and ranked amongst top 100 universities of the country by NIRF-HRD, 2017. The university embraces various departments with The Business School as one of the leading departments. The Business School (SAP DRS-II Department) has successfully made its mark in the field of



management education and has earned prestigious credentials from various pioneer agencies. In addition of getting awarded over the years like Outstanding B-School Marketing Award (2011-12), Dainik Bhaskar Leadership Award (2011) and BSA Dewang Mehta B-School Leadership Award 2014 (22nd Rank); The Business School has been rated A++ in 18th Annual Ranking (2016) of B-Schools in India along with the most recent Ranking by HANSA Research published in The Week (November, 2017) where it ranks 5th in north Zone and 21st Rank across all B-Schools..

About Jammu

Derived from the name of Raja Jambu lochan who established this district, the city of Jammu is the largest one of said division. Jammu is the winter capital of the state of Jammu and Kashmir, settled on the bank of River Tawi. The climate of Jammu reaches its peak during the summer and winter, with winter being a freezing yet adventurous time to visit. Jammu is best known for housing Vaishno Devi, which is one of the most sacred sites



of the Hindus. Some of the other well-known attractions in Jammu City are Amar Mahal, Bahu Fort and Garden, Mubarak Mandi Palace, Mansar Lake, Akhnoor and Salal Dam and Lake. There are various shrines too like Purmandal, Dera Baba Banda, Krimchi and the iconic Raghunath Temple.

Patron

Vice Chancellor University of Jammu

Conference Chair

Keshav Sharma Professor, TBS & Dean Academic Affairs, University of Jammu

Conference Convener

Alka Sharma Professor & Director, The Business School, University of Jammu

Conference Secretary

Vinay Chauhan Professor, The Business School, University of Jammu

Conference Organizing Committee

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Rachna	Astt. Professor, The Business School, University of Jammu
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