



**Centre for Marketing in Emerging Economies
Indian Institute of Management, Lucknow**

ANNOUNCES

2014 Annual Conference of the Emerging Markets Conference Board

On the Conference Theme

Listening To Consumers of Emerging Markets

Venue: IIM Lucknow (Noida Campus)

**PRE CONFERENCE WORKSHOP JAN 08-09, 2014
CONFERENCE JAN 09-11, 2014**



Conference Website: www.iimlmarconference.in

Abstract Submission Deadline: September 15, 2013

This conference aims to provide a platform for a distinguished group of speakers and participants who will discuss debate and share their insights in furthering understanding on marketing theory and practice to listen and understand consumer voice in the context of EMs. Such a group includes leading academic researchers from business schools as well as experts from the world of marketing practice. In consonance with the growing opportunities available to consumers for expressing their opinions, and for firms to track consumer engagements, this conference sets an agenda for "Listening to Consumers in Emerging Markets."

CONFERENCE CO-CHAIRS

Prof. Jagdish Sheth

Founder & Chairman, Academy of Indian Marketing
Charles H. Kellstadt Professor of Marketing
Goizueta Business School
Emory University, USA
E-mail: jagdish_sheth@bus.emory.edu



Prof. Arun Jain

Samuel P. Capen Professor of Marketing Research
University at Buffalo School of Management, USA
E-mail: mgtarun@buffalo.edu



Prof. Naresh Malhotra

Senior Fellow, Georgia Tech CIBER
Regents' Professor Emeritus
Georgia Institute of Technology
Scheller College of Business, USA
E-mail: naresh.malhotra@scheller.gatech.edu



Prof. Satyabhusan Dash

Associate Professor
Chairperson, Centre for Marketing in Emerging Economies
Indian Institute of Management, Lucknow, India
E-mail: satya@iiml.ac.in



OBJECTIVES

The objectives of the Conference are:

- To provide a platform where marketing practitioners and academicians share and discuss the contemporary marketing issues and challenges in the changing consumer context in emerging economies.
- To share scholarly research on emerging opportunities and threats in the changing market context in emerging economies.
- To analyze and understand the underlying behavioural changes among consumer communities leading to the emergence of more demanding and savvy customers in emerging economies.

TRACKS

The Conference is organized in fourteen tracks, carefully designed around the theme "Listening to Consumers in Emerging Markets". You may organize your paper into one of the following tracks for the purpose of the Conference:

1. Understanding Consumer Buying Behavior by Listening to the Voice of the Customer
2. Managing Customer Relationships in Emerging Markets - Learning from Customers
3. Understanding Cross-cultural Issues in the design and Implementation of Marketing Strategy
4. Developing Winning Channel Strategy by Listening to Customers
5. Using Voice of the Customer in Developing Digital Marketing Strategy
6. Enhancing the Effectiveness of Marketing Communications through Customer Insights
7. Developing Winning Personal Selling and Sales Management Strategy by Listening to the Customer
8. Strengthening Company Products and Brands through the Voice of the Customers
9. Marketing Research Methods and Tools to Capture the Voice of the Customers
10. Retail Strategies to Attract Footfalls in Highly Competitive Markets
11. Increasing the Effectiveness of Services Marketing by Listening to Consumers
12. Linking Technology, Product Innovation, and B2B Markets with Customer Voice

13. Incorporating Voice of the Customer in Teaching Marketing Management
14. Developing Successful Marketing Strategy on Emerging Issues in Marketing by Listening to the Voice of Consumers

AUTHOR GUIDELINES

- Submission of the abstract need to be made in Microsoft Word format to the Conference Co-ordination Committee, not later than September 15, 2013.
- The electronic copy should be mailed to marconference@iiml.ac.in
- Authors will be notified of acceptance by October 30, 2013.
- Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected.
- Selection of papers for presentation will be based on the quality of extended abstracts which must include a clear indication of the purpose of research methodology, major results, implications, and key references.
- The author(s) should clearly mention under what track of the conference the abstract is to be included.

GUIDELINES FOR EXTENDED ABSTRACT SUBMISSION

Length	Minimum of 1000 words; Max. of 2000 words (including title and key references)
Margins	2.5 cm or 1 inch throughout (left, right, top, and bottom)
Orientation	Portrait
Font	Times New Roman, 12 point
Line spacing	1.5 lines (for the main text of extended abstract) & Single (for key references)
Title	Title of paper, name(s) of author(s), affiliation(s), contact details
Key words	Not required
References	Limit to a maximum of 12

BEST PAPER AWARD

Best Paper Award will be given to recognize the outstanding contribution in the field of marketing in emerging economies. The paper should clearly emphasize on the theme of the conference.

PUBLICATION OPPORTUNITIES

All accepted abstracts will be published in the Book of Proceedings and a selection of best conference papers will be published in regular/ special issues of refereed journals.

PRE-CONFERENCE WORKSHOP



Jerry Olson

The Pre-conference workshop is scheduled for January 8-9, 2014 at IIM Lucknow Noida campus. The objective of this workshop is to share hands on research experience on Metaphor analysis and Ethnography research to the academicians and research practitioners and help them to explore their research interests. The Pre-conference workshop will present interactive workshops by Prof. Jerry Olson, Prof. Russell Belk and Prof. Güliz Ger. It also features demonstration of practitioners from the BRIC countries presenting the applications of these methodologies in their respective countries.

Objectives of the Pre-Conference Workshop

To elaborate on the importance of metaphor analysis and ethnographic study for listening to consumers

- To introduce pathways through which participants can understand the art of using metaphor analysis and ethnographic study to listen consumers effectively
- To discuss the impetus and hurdles in doing metaphor analysis and ethnographic study
- To develop skills on how to use insights generated from metaphor analysis and ethnographic study into practice.

Key Takeaways

- Elementary-level skill to identify visual and verbal metaphors
- Basic ability to conduct ethnographic study

Who Should Attend

- Marketing, Branding and Consumer Insights Heads/ Research Practitioners
- Academicians interested in consumer research
- Fellow/ Ph.D. students of Management focusing on customer research



Russell Belk



Prof. Güliz Ger

REGISTRATION

Pre-Conference Workshop

Academicians	INR 15,000 (Resident Indians)/ USD 300 (Foreign)
Executive Individual Delegates	INR 20,000 (Resident Indians)/ USD 400 (Foreign)
PhD Scholars	INR 7500 (Resident Indians)/ USD 200 (Foreign)

Note: Pre-conference registration will admit you to participate in two days pre-conference workshop and includes the Executive Pre-Conference Kit, 2 Corporate Lunches, 2 Corporate Dinners with 1 dinner & lunch, Tea/ Coffee during session breaks and a copy of the Pre-Conference reading material.

Conference

	Author Registration	Non-Author Registration
Academicians	INR 8,000 (Resident Indians)/ USD 250 (Foreign)	INR 10,000 (Resident Indians)/ USD 300 (Foreign)
Executive Individual Delegates/ Research Practitioners	INR 10,000 (Resident Indians)/ USD 300 (Foreign)	INR 12,500 (Resident Indians)/ USD 350 (Foreign)
Students/ PhD Scholars	INR 5,000 (Resident Indians)/ USD 150 (Foreign)	INR 7,500 (Resident Indians)/ USD 200 (Foreign)

Note: The Registration fee includes the Executive Conference Kit, 2 Corporate Lunches, and 2 Corporate Dinners with 1 dinner & lunch at a Luxury Hotel, Tea/Coffee during session breaks and a copy of the Conference Proceedings.

Pre Conference Workshop + Conference

	Author Registration	Non-Author Registration
Academician	INR 20,500 (Resident Indians)/ USD 450 (Foreign)	INR 22,500 (Resident Indians)/ USD 500 (Foreign)
Executive Individual Delegates/ Research Practitioner	INR 27,500 (Resident Indians)/ USD 600 (Foreign)	INR 30,000 (Resident Indians)/ USD 650 (Foreign)
Students/ PhD Scholars	INR 10000 (Resident Indians)/ USD 300 (Foreign)	INR 12,500 (Resident Indians)/ USD 350 (Foreign)

Non – Alumni Discount for Early Registration	10% (Before November 30, 2013)
Special IIML Alumni Discount	10 % (Additional 10% discount for early registration)
Additional Group Discounts	5% (2 members) + 5% for every additional 1 member

Important Dates

Abstract Submission	September 15, 2013
Communication of Acceptance	October 30, 2013
Submission of Full Length Paper (For publication in special issues)	November 30, 2013
Last date for Registration	January 04, 2014 *
Pre-conference Workshop	January 8-9, 2014
Conference Inaugural Session	January 09, 2014
Valedictory Session	January 11, 2014

Early Bird Registration closes on November 30, 2013
Last Date of Registration: January 4, 2014

CENTRE FOR MARKETING IN EMERGING ECONOMIES

The Centre for Marketing in Emerging Economies (CMEE) at IIM Lucknow aims to be a globally-recognized centre of excellence for pursuing original research and imparting quality education in the area of marketing, with a specific mandate to contribute towards better understanding of emerging economy markets and challenges therein for marketing practitioners.

Apart from conducting advanced research and running continuous education programs, the centre will also act as a platform for academicians and practitioners in selected emerging geographies to collaborate with each other effectively. The idea of the centre originated from an international marketing conference that was successfully hosted by IIM Lucknow at its Noida campus from January 13-14, 2012. The conference not only saw presentation of more than 170 research papers, many of those were recognized globally. As many as 25 of the papers presented in the conference were published in acclaimed marketing journals such as *Psychology and Marketing*, *International Journal of Market Research*, *Marketing Intelligence and Planning* and *Journal of Product and Brand Management*.

The centre functions as a self-sustained profit centre and is run by its chairperson Prof. S.B. Dash, with able guidance from an eminent panel of academicians and practitioners who constitute its governing board. The members of this body include Prof. S. L. Rao, former Director General of National Council for Economic and Applied Research (NCEAR); Mr. Pramod Bhasin, Vice Chairman, Genpact; Prof. Devi Singh, Director, IIM Lucknow; Mr. T. S. Mohan Krishnan, Vice President, IMRB; Mr. Mrutyunjay Mishra, Director, Juxt and Prof. Moutusy Maity, IIM Lucknow.

The apex board with partner country representatives and industry representative will set policy of the centre. The centre receives continuous support from its advisory board consisting of world renowned academic scholars, marketing practitioners. The centre organizes bi-annual conferences (along with practitioners' workshops) in India and in the other participating countries. The centre is in active collaboration with premier business schools in major emerging economies, namely Brazil, Russia, China, South Africa, Indonesia and Turkey.

The major objective of CMEE is to establish itself as a vital and lively resource centre for scholars, academicians, marketing research practitioners and corporations from around the world, who have interest in emerging economy markets.

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW



The Indian Institute of Management Lucknow (also referred to as IIM Lucknow or IIML), was established in 1984, by the Government of India, as one of the six national level management institutes set up by the Government of India. It was the fourth Indian Institute of Management to be established in India after IIM Calcutta, IIM Ahmedabad, and IIM Bangalore. It has two campuses, one situated at the outskirts of the city of Lucknow and the other in Noida.

The Institute's aim is to help improve the management of corporate and non-corporate sectors and public systems, through pursuit of excellence in management education, research, consulting and training.

The institute follows a case based teaching methodology. The case based teaching methodology helps the students to relate the theories learned to real life situations and also find patterns in what initially looks random. Fully enabled lecture theaters with state-of-the-art audio-visual tools help the students present all aspects of a study. Regular presentations help them to become both knowledgeable individuals and persuasive speakers. IIM Lucknow has traditionally focused on the all round development of its students. To facilitate this process, students are encouraged to participate in extracurricular activities in the college.

IIM Lucknow has broken new grounds in being the first IIM to start an additional campus in the country. The Noida Campus is being developed as a centre of excellence in the area of executive education. It is the IIML way of contributing to the industry and realizing its vision to remain at the forefront of management thinking and education.

CORRESPONDENCE

Mailto: marconference@iiml.ac.in

Address for Communication

IIM Lucknow Noida Campus
B1, Sector 62, Noida, Uttar Pradesh – 201307, India