

# 6<sup>th</sup> SIMSR-ASIA MARKETING CONFERENCE

January 2<sup>nd</sup> & 3<sup>rd</sup>, 2011

## Marketing in Transition

### Call for Research Papers

#### Organized By

**K. J. Somaiya Institute of Management  
Studies & Research, Mumbai, India**

*In Academic Association with*

**School of Management, Asian Institute of  
Technology, Bangkok, Thailand**

**Deakin University, Australia**



CRICOS Provider Code 00113B

#### About the Conference

**MARKETING IN TRANSITION:** Rapid strides in information and communication technologies have made the world a seamless place. The impact of this has been an almost completely integrated and networked society, where each one's actions impacts that of others – whether it is in terms of flow of capital, ideas, business practices, job opportunities or forging strategic alliances. Simultaneously, increasing penetration of mass media and development of e-learning resources has slowly brought into the mainstream those consumers who were totally excluded from the fruits of economic development. This can be seen in terms of burgeoning opportunities in the rural markets of India, emerging economies and rapid opportunities in the dark continent of Africa.

Marketing as a business function is undergoing major transformation due to the challenges posed by an informed customer, hyper competition, low differentiated products and services, increasing buying power of the middle class, a value-for-money seeking customer, growing influence of children in decision making, emergence of new economic powerhouses, changing lifestyle and attitude of consumers, growth of service industry, changing demographic profiles of the emerging economies and developed nations, rapid urbanization, need for cleaner energy sources, concern for the environment – the list is endless in today's context.

The 6<sup>th</sup> SIMSR Asia Marketing Conference is going to be the platform where new concepts and trends in marketing will be discussed - issues such as Global vs Local Strategies, Internal Branding vs External Brand Management, Innovation vs Invention, New Product Launches vs Re-Positioning Strategies, effectiveness of ATL vs BTL, Celebrity Endorsements vs Digital Animation strategies would be among the many concepts and their efficiencies that would be

discussed during the various proceedings at the conference.

The conference will be addressed by academicians and practitioners of marketing. A highly accomplished advisory board comprising of academicians from India and abroad has been constituted to guide the proceedings of the conference.

#### Conference Objectives

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

#### For whom

1. Marketing Practitioners
2. Academicians
3. Doctoral Students
4. Researchers

#### Venue

**K.J. Somaiya Institute of Management Studies & Research, Vidyavihar, Mumbai - 400 077, India.**

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Phone : +91 22 6728 3000 / 3050 (Board)

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## Organizing Committee

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Associate Professor - Marketing Management

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## Organizer

### K.J. Somaiya Institute of Management Studies & Research, Mumbai - India

K J Somaiya Institute of Management Studies and Research, which started in 1981, is ranked among the top 20 B-schools in India. The Institute conducts Doctoral programmes in management of the University of Mumbai and SNDT Women's University, and several full time & part time Masters / Post Graduate programmes in management affiliated to the University of Mumbai and / or approved by All India Council of Technical Education (AICTE), Ministry of HRD, and Govt. of India. The Institute's flagship programmes are accredited for 5 years by the National Board of Accreditation. The Institute is also in the process of getting international accreditation for all its eligible programmes.

The Institute has been awarded the "Best Institute of Management" by the Bombay Management Association for the year 2007-08. International academic collaborations, strong industry linkages, highly qualified and industry experienced faculty, illustrious alumni, research & consulting base, state of the art infrastructure, continuous quest for setting new benchmarks, has put the Institute into the top league of business schools in India and a vision to be among the top 100 business schools in the world by the year 2025.

The Institute is certified as ISO 9001:2000 since the year 2000 and is nestled in a 55 acre campus, located in the heart of Mumbai, the financial capital of India, making it a most desired place for academic learning among aspiring students.

## Academic Partners

### Deakin University, Australia

Established in 1974, Deakin University successfully combines excellent teaching, research and effective partnerships with industry, government and the professions to deliver high quality courses and undertake research that makes a difference to the domestic and international communities it serves. It is an Australian Government-funded university and is a member of Universities Australia and the Association of Commonwealth Universities.

Deakin is one of Australia's largest universities with more than 33,000 students in four Victorian campuses across Melbourne, Geelong and Warrnambool. This campus network, combined with Deakin's position as a leader in flexible learning and professional development programs, has produced a university with unique qualities.

Deakin has won the prestigious Good Universities Guide Australian University of the Year award twice—for its use of technology in education, and for its partnerships with industry.

### School of Management, Asian Institute of Technology – Bangkok, Thailand

Situated just north of metropolitan Bangkok, Thailand, the Asian Institute of Technology (AIT) is a leading international institution of engineering and technology, environmental resources and development, and management. AIT is an independent and autonomous institute with international status that partners with public and private sector partners throughout the region and with some of the top universities and international organizations in the world. In addition to its main campus in Bangkok, Thailand, AIT has established centers in Vietnam and Indonesia.

The School of Management (SOM) of the Asian Institute of Technology (AIT) was established in

1989. It is the youngest of the 3 schools of AIT however it remains one of the most international and academically strong schools in the region. The School has been the recipient of the prestigious 4 Palmes award from Eduniversal in 2009 establishing its reputation as the internationally strong business school. In the past the MBA and EMBA programs have been ranked among the best by Asia Inc in 2004. The programs of the school are interdisciplinary, combining elements from engineering, economics, social psychology and management fields. The program faculty comes from over 15 countries and the students from over 30 countries, including Europe and Asia, making it one of the best international programs in Thailand.

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### IMPORTANT DATES

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Abstract Submission	July 31 <sup>st</sup> , 2010
Communication of Acceptance	August 31 <sup>st</sup> , 2010
Submission of Full Length Paper	October 3 <sup>rd</sup> , 2010
Last date for Registration	December 1 <sup>st</sup> , 2010
Conference Inaugural	January 2 <sup>nd</sup> , 2011
Valedictory Session	January 3 <sup>rd</sup> , 2011

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### Suggested Areas

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- Consumer Behavior
- Corporate Social Responsibility
- Customer Relationship Management
- E-Commerce
- Innovations in Marketing
- Innovations in Sales & Distribution
- Integrated Marketing Communications (including social media networks)
- Marketing to New Emerging Segments
- Positioning Strategies
- Brand Management
- Pricing Innovations
- Retailing
- Rural Marketing
- Services Marketing
- Social Marketing

### Guidelines for submitting abstracts

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- Abstract is to be submitted in soft copy in A4 page size, MS Word format document.
- Abstract should NOT exceed 500 words.
- Abstract MUST include: Title, Purpose, Design / Methodology / Approach, Key Findings, Implications of Research, Limitations of the Research, Keywords (maximum 5).
- Please mention personal details on a separate page to facilitate blind review process (excluding the abstract) as follows: Name/s, Title of the Research Paper, Affiliation

(Department & Institute), Email id, Telephone, Postal Address.

- Margins : 2.5 cm
- Font : Times New Roman, Size 12, Line Spacing 1.5

### Criteria for review and selection of abstracts

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- **Relevance** – Is the topic relevant to the overall conference theme?
- **Methodology** – Does the paper use appropriate research method(s)?
- **Originality** – Does the paper add new knowledge to the body of literature?
- **Managerial implications** – Does the research paper bring out relevant discussion points for practicing managers?
- **Format** – Are the abstract and full paper as per the guidelines for submission?

## Conference Organization

### *Patrons*

Prof P . V. Narasimham (Director General)  
K.J. Somaiya Institute of Management Studies &  
Research, Mumbai, India

Prof Dr Suresh Ghai (Director)  
K.J. Somaiya Institute of Management Studies &  
Research, Mumbai, India

### *Advisory Committee*

Dr Rian Beise – Zee  
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Mr Lloyd Mathias  
President – Business Development, VAS & CMO  
Tata Teleservices Limited, Mumbai, India

## Registration Details

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### Registration Fee (includes Conference Kit, Lunch, Dinner, Tea & Snacks)

Academia (Indian)	INR 5,000/-
Academia (Foreign)	US\$ 150/-
Industry	INR 7,500
PhD Scholars	INR 2,500
Students	INR 500

### Please note the following:

- Registration by at least one author of the selected paper is compulsory.
- Payment is to be made by Demand Draft in favor of “K.J. Somaiya Institute of Management Studies & Research”, payable at Mumbai.

Payment can also be made online through credit card at no extra cost.

Registration form on the next page.

## Registration Form

6<sup>th</sup> SIMSR Asia MARKETING CONFERENCE  
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Participant's Name: Mr / Ms / Prof / Dr

\_\_\_\_\_

Designation:

\_\_\_\_\_

Gender: Male / Female

Qualifications:

\_\_\_\_\_

Name of the Organization / Institute:

\_\_\_\_\_

Organization Address:

\_\_\_\_\_

\_\_\_\_\_

Residential Address:

\_\_\_\_\_

\_\_\_\_\_

Phone No: \_\_\_\_\_

Email Address: \_\_\_\_\_

Functional Area:

\_\_\_\_\_

\* Accommodation Required: Yes/No

If yes, accommodation is needed in: Somaiya Guest House Within Campus / Hotel Outside the Campus.

1. \* In case accommodation is needed within the campus, it will be provided on a first come first serve basis.
2. \* Separate charges will have to be made in cash @ Rs 1000/- per day for guest house accommodation within the campus.
3. \* The campus accommodation is on a twin sharing basis.
4. \* The campus is strictly vegetarian, non smoking and non alcoholic, in keeping with the values of the founders of the Somaiya Trust.

### Registration Fee Details

DD No.: \_\_\_\_\_

Date: \_\_\_\_\_

Amount: \_\_\_\_\_

Name of the Bank: \_\_\_\_\_

### Credit Card Payment Details :

Name of the Card Holder :

\_\_\_\_\_

Credit Card Transaction ID :

\_\_\_\_\_

Date:

Name :

Signature:

Demand Draft(s) and duly filled in registration form(s) should reach us on or before 1<sup>st</sup> Dec., 2010. Demand Draft should be drawn in favor of K.J.

Somaiya Institute of Management Studies & Research, Mumbai and should be mailed by post/courier service to the following address:

Dr. Monica Khanna  
Conference Chairperson  
6<sup>th</sup> SIMSR Asia Marketing Conference  
K J Somaiya Institute of Management Studies & Research  
Vidyavihar( East ), Mumbai,  
India  
PIN - 400 077  
Ph: +91 22 6728 3000 / 6728 3050  
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## About Mumbai City

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### Mumbai- The Business Capital of India

Mumbai, which was previously known as Bombay is a major metropolitan city of India. It is the state capital of Maharashtra . Mumbai city is known as the business capital of India, it being the country's principal financial and communications centre. The city has the largest and the busiest port handling India's foreign trade and a major International airport. India's largest Stock Exchange which ranks as the third largest in the world, is situated in Mumbai. Here, trading of stocks is carried out in billions of rupees everyday.

Description about Mumbai/Bombay cannot be complete without the mention of Bollywood, the biggest Indian film industry which churns out hundreds of Hindi block-busters every year.

### Where is Mumbai?

Mumbai (Bombay) lies on the western coast of India. It is a group of seven islands in the Arabian Sea which lies off the northern Konkan coast on the west of Maharashtra state in India. These seven islands which were once separated by creeks and channels were filled and bridged over the years by the inhabitants.

### Climate of Mumbai

Most of the year, Mumbai's climate is warm and humid. Between November and February, the skies are clear and the temperature is cooler. From March the temperature becomes warm and humid till mid June, the beginning of monsoon.

## Sightseeing in and around Mumbai City

Mumbai's most famous landmark, The Gateway of India, is situated at Apollo Bunder. It was designed by George Wikket. It was built to commemorate the visit of King George V and Queen Mary to India in 1911. Through this magnificent monument, numerous Viceroy and Governors were welcomed to India as they disembarked from their steamers, hence the name.

The Prince of Wales Museum stands not too far from the Gateway of India. It has a priceless collection of art, sculpture, china and other antics. Carefully preserved, this mid-Victorian Gothic style building built in 1904 with beautiful gardens surrounding it, is worth visiting in Mumbai.

The Elephanta Caves are located on an island about 10 Kms. away from the Gateway of India. These caves consist of temples carved from rock which date back to the 7th century. The chief attraction is the three headed bust of Lord Shiva, popularly known as "Trimurti". One can reach there by taking a ferry from Gateway of India.

Apart from this, there are many important religious places of interest like the Haji Ali, Mahalakshmi Temple, Mount Mary Church.

The visit to Mumbai and India is not complete without watching a Bollywood movie, browsing through the various street shops especially Fashion Street, Linking Road, numerous malls selling ethnic wear, fashion accessories and finally tasting the spicy Indian food.

## How to Reach the Somaiya Vidyavihar Campus (By Road)

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