



**INTERNATIONAL CONFERENCE**  
**ON**  
**MARKETING IN EMERGING ECONOMIES**

**Thursday, 18<sup>th</sup> February, 2016**

*Organized by*  
**CENTRE FOR MANAGEMENT STUDIES**  
**JAMIA MILLIA ISLAMIA**  
**(CENTRAL UNIVERSITY)**  
**NEW DELHI- 110025**

**INTERNATIONAL CONFERENCE**  
**ON**  
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***“Make your Marketing so useful people would pay for it.”***

Jay Baer.  
Marketing Speaker and coach

**CALL FOR PAPERS**

Recent events have led to major changes in the world economy, with emerging markets gaining interest amongst global strategy scholars, business consultants, and managers. However, a review of publications on firms from emerging markets in top management journals reveals that the vast majority of recent work in this area has tended to focus on firms in Asia and transition economies. While China is the top emerging market destination of foreign direct investment, other emerging markets provide important growth opportunities and offer distinct economic, political, and social challenges critical to the development of a more complete understanding of strategy issues which will shape the global economy for years to come.

It is projected that, by 2025, emerging economies would contribute more than 70 percent of global GDP growth. Firms originating from emerging markets have achieved an impressive growth rate of 30 percent in 2014, as compared to 11 percent for their counterparts in advanced economies (McKinsey Quarterly, 2014). Emerging market firms must leverage global resources, knowledge, and skills to not only cope with relentless challenges from multinational corporations (MNCs) in domestic markets but also compete effectively with those in advanced economies.

Although prior studies have paid great attention to global marketing strategies by MNCs from advanced economies, our understanding of global marketing strategies of emerging market firms is still limited. Given that emerging market firms differ significantly from their counterparts in advanced economies in terms of capabilities and reputation, they may take distinct marketing strategies in their globalization path. A variety of topics, issues, and research questions, either theoretical or empirical, need attention.

## **AREAS**

Papers should broadly address the conference theme and issues related to marketing. Participants are encouraged to contribute new ideas, concepts and opinions in the form of papers containing original empirical or theoretical work. Papers based on the following themes, but not limited to them, are invited.

- Consumer Behaviour
- Marketing Strategy and Management
- E-marketing
- Relationship Marketing
- Marketing of Services
- Marketing Communications
- Green Marketing
- International Marketing
- Retailing
- Social Marketing
- Entrepreneurship
- Rural Marketing
- Branding
- Innovations in Marketing
- Supply Chain Management
- Business Marketing
- Viral Marketing
- Ethical Issues in Marketing
- Environmental Marketing
- International Marketing
- Event Marketing
- Marketing Research

## **GUIDELINES FOR SUBMISSION OF ABSTRACTS**

Participants who wish to present their research in the conference are required to submit a detailed abstract of at least 500 words and up to 1000 words. Abstract must specify the purpose of research, methodology used, major findings and implications. The authors should clearly mention the area of the conference in which they want their paper to be included. The following guidelines must be adhered to:

Length	500 to 1000 words excluding title/cover page
Margins	2.5 cm or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title, author (s), affiliation (s) contact details
Key Words	Four

Abstracts will be reviewed and the abstracts approved by reviewers will only be selected. A soft copy of the abstract in MS Word should reach the conference coordination committee not later than 31<sup>st</sup> October 2015. The electronic copy should be mailed to [cmsimc2016@jmi.ac.in](mailto:cmsimc2016@jmi.ac.in)

## **GUIDELINES FOR SUBMISSION OF SELECTED PAPERS**

One soft copy in PDF format of the paper selected for presentation at the conference should be sent to the conference committee by 26<sup>th</sup> December, 2015. The electronic copy should be mailed to [cmsimc2016@jmi.ac.in](mailto:cmsimc2016@jmi.ac.in). The papers must specify the purpose of research, methodology used, major findings, discussion & implications and references. The following guidelines must be adhered to:

Maximum Length	5000 words excluding title/cover page and references
Margins	2.5 cm or 1 inch
Font	Times New Roman, 12 point
Spacing	1.5
Title Page	Title, author (s), affiliation (s) contact details
Key Words	Maximum four
Style for Writing References	APA Format

Papers will be reviewed and only those papers that qualify will be approved for presentation in the conference. **Selected papers may also be published in the form of an edited book with an ISBN number, after due review process.**

## **CRITERION FOR EVALUATION**

- ✓ Does the subject of the paper appeal to the interests of the academia or the industry?
- ✓ Does the paper use an appropriate methodology?
- ✓ Does the paper bring new insights or knowledge to the body of literature?
- ✓ Does the paper address implications of the selected decision problem?
- ✓ Are the abstract and the paper submitted as per the guidelines?

## REGISTRATION

The Registration fee per participant including tea & lunch, seminar kit and study material for the various categories is as follows:

Delegates Classification	Indian Delegates(in INR) (one person)	Foreign/NRI Delegates(in US \$) (one person)	
		Early bird registration (Last date December 15th, 2015)	Late registration (Last date January 15th, 2016)
Corporates	3500	150	200
Academicians/PhD Scholars	3000	100	150
Conference participation (without paper) / Students	1500	200	300

Drafts should be drawn in favor of The Registrar, Jamia Millia Islamia, payable at New Delhi, and should be sent with the duly filled registration form by registered post/courier to: Dr. Rahela Farooqi, The Organizing Secretary, International Conference on Marketing in emerging economies, Centre for Management Studies, Jamia Millia Islamia, Mohammed Ali Jauhar Marg, Jamia Nagar, New Delhi – 110025.

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## VISA APPLICATION:

To obtain the necessary documents for visa application, please contact to Organizing Secretary of the conference with the following details.

Name of Person (as per passport).	
Passport No.	

Date of Issue.	
Date of Expiry	
Place of Issue	
Nationality	

### **IMPORTANT DATES**

Last Date for Abstract Submission	31 <sup>th</sup> October 2015
Notification of Acceptance of the Abstract	10 <sup>th</sup> November 2015
Last date for submission of Selected Papers	26 <sup>th</sup> December 2015
Notification of Acceptance of the Paper	5 <sup>th</sup> January 2016
Last Date for Registration	15 <sup>th</sup> January 2016
Date of Conference	18 <sup>th</sup> February 2016

### **Financial Support**

Participants are expected to bear their travel and accommodation cost. The organizers will bear expenses of local hospitality. In special cases, partial travel grants may be extended to one author depending on the availability of funds. In such cases, the participants are advised to apply separately with reasons for seeking grants. However, the final decision will be taken by the organizers depending on the merits of seeking grants and on the availability of funds.

### **Accommodation**

University has its own guest house and booking can be made subject to availability on twin sharing basis. Apply one month in advance for the same.

## **ORGANISING COMMITTEE**

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### **Conference Coordinator**

Dr. Rahela Farooqi  
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### **Conference Committee**

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### **For any other Assistance pls contact:**

Mr. Aslam Khan (Mobile No: 9811019043)

**All correspondence must be addressed to [cmsimc2016@jmi.ac.in](mailto:cmsimc2016@jmi.ac.in)**

Please note that no papers will be accepted after the due date and only those accepted papers will be considered for publication who deposit the registration fee in time.

\*\*If there is more than one author, they need to be registered separately for getting the copy of the published proceedings.

## **THE ORGANISER**

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Maulana Mohammed Ali Jauhar Marg  
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**Registration Form**

Name of First Author (in capital letters): \_\_\_\_\_

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Official Address: \_\_\_\_\_

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Phone Number (office): \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail ID: \_\_\_\_\_

Title of the paper: \_\_\_\_\_

Presenting Paper (please tick): Yes/No

Name(s) of Author(s): 1. \_\_\_\_\_

2. \_\_\_\_\_

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