



RBS
RAJAGIRI BUSINESS
SCHOOL



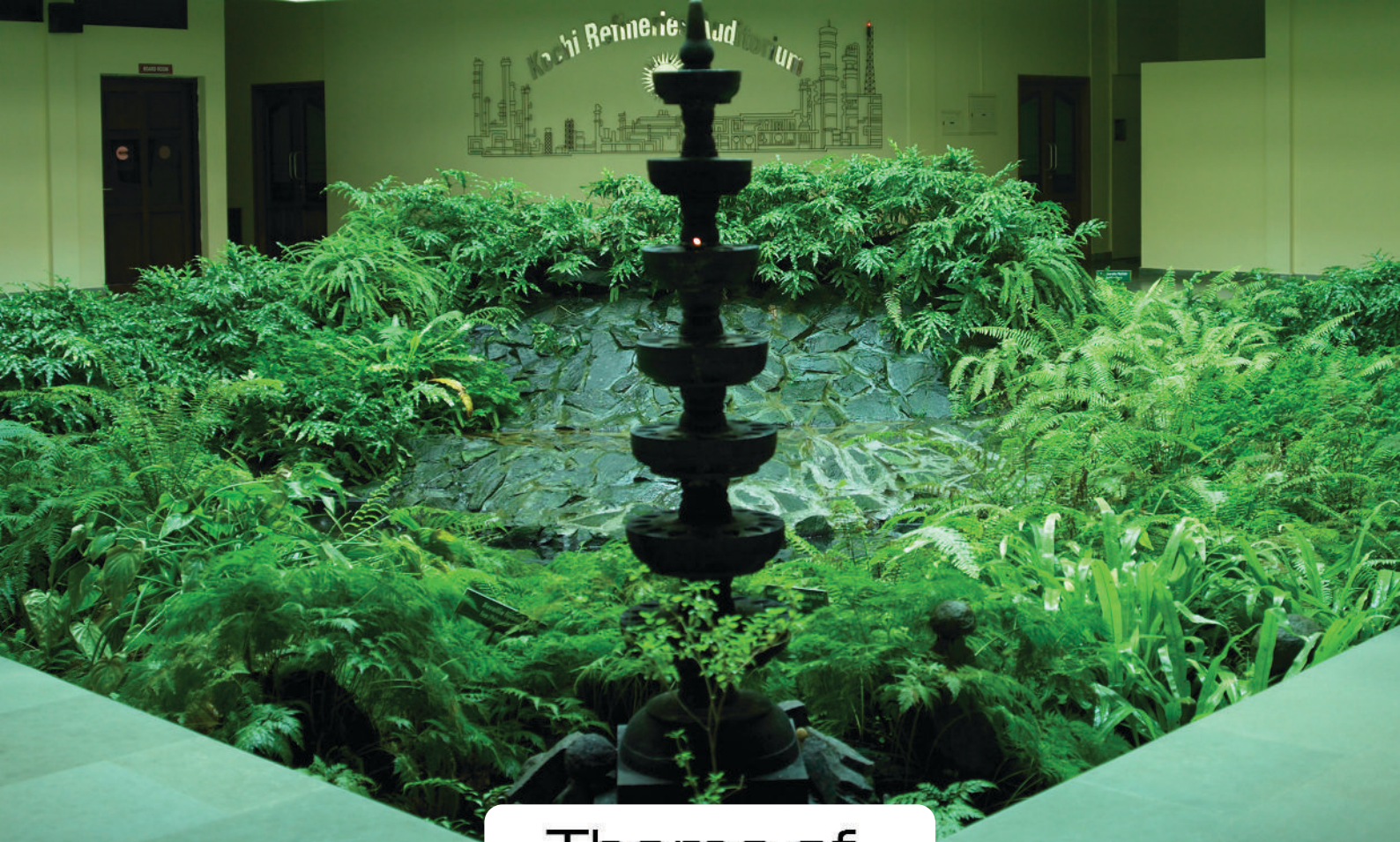
RCSS
RAJAGIRI COLLEGE OF
SOCIAL SCIENCES
(AUTONOMOUS)

International Conference in Marketing 2021

Marketing: Review and Future Directions

05 - February - 2021





Theme of **ICIM 2021**

The domain of marketing has been witnessing a slow and steady change in the last few decades. The changes in marketing in the 21st century are driven by technology and globalization. This change is also reflected in academic treatment of marketing subjects. Every streams of marketing be it retail, brand management, industrial marketing is witnessing a shift towards digital.

ICIM 2021 takes this opportunity to reflect on the past and present of marketing giving an insightful view about the new developments in marketing with a firm grounding of the past. ICIM invites research works from academicians and practitioners to present their work at the conference.

The theme of this year's conference is Marketing – Review and Future Directions. The conference aims to provide a platform for the academicians and students of marketing to get a grounding on the past and an insight into the future of marketing through paper presentations and deliberations.

ICIM 2021 will be an online conference.



About

Rajagiri College of Social Sciences & Rajagiri Business School

The Rajagiri Institutions are managed by the Carmelites of Mary Immaculate (CMI) congregation, the first indigenous religious congregation for men in India. In 1980, Rajagiri College of Social Sciences (RCSS) was founded by the CMIs of the Sacred Heart Province, Kochi to establish a centre of excellence in the field of higher education. Rajagiri Centre for Business Studies which offer higher education in business and management domains has under its umbrella Rajagiri School of Management of Rajagiri College of Social Sciences (Autonomous) offering MBA and MHRM programmes, Rajagiri Business School offering the PGDM programme and Rajagiri International Institute for Education and Research offering Inter-national Management Programme (Twinning MBA).

Topics for paper presentations

The topics listed below are indicative than exhaustive

- Marketing in digital era
- Social Media Marketing
- Digital Marketing
- Retail Marketing
- Consumer Behavior
- Industrial Marketing
- Brand Management
- Sales and Distribution
- Marketing Analytics
- Marketing Ethics

Call for submissions

Two types of submissions are invited

- a. Full length research /conceptual/literature review papers which will be presented in the conference and published as a chapter in the book titled “ Marketing : Review and Future Directions “ with ISBN number. The authors will receive conference presentation certificate. The abstract will be published in conference proceedings.
- b. Extended Abstract Presentation – Where the authors can present their research idea/concept/model and receive the conference presentation certificate. The extended abstract will be published in the conference proceedings.

Opportunity to publish in reputed Journals

The ICIM Online Conference provide you an opportunity to publish your research papers in the following journals:

- International Journal of Emerging Markets (ABDC -B: in consultation with the Senior Editor Prof. Aviral Kumar Tiwari and Editor-in-chief)
- Journal of Public Affairs (ABDC-B, in consultation with the South-East-Asia Regional Editor- Prof. Aviral Kumar Tiwari and Editors-in-Chief)

The conference organizing committee will send few of the selected papers for the fast-track review as suggested by the Editor, in consultation with the Editor-in-Chief of respective journals. Those papers must mention that paper was presented in the conference and has been revised based on the comments received from the reviewers during the conference. Also papers must adhere to the guidelines (including publication or submission fees as the case may be) of respective journals in which they will be selected for evaluation and may be eventual publication. Sending out for review means no guarantee for publications.

International Journal of Emerging Markets will give the best paper award for the best research in the area of Emerging Markets that are selected by conference organizing committee, in consultation with Senior Editor and Editor in Chief of International Journal of Emerging Markets. However, getting best paper award gives no guarantee for publication in International Journal of Emerging Markets

Submission Guidelines

All the papers should be mailed at ncim@rajagiri.edu

The papers submitted to the International Conference on Insights in marketing (ICIM) 2021 should describe your original work and should not have been published elsewhere or under consideration. The full version of your paper should be formatted as per the guidelines given below. The submitted paper should be in between 5,000-7,000 words including all the text, figures, tables, references, and appendices

Page Format

- A4 paper size with 1-inch margin on all sides
- Single spaced
- 12 point Times New Roman font

Title and Abstract

The cover page should bear only the title of the paper, names, official addresses, email IDs, phone/fax numbers of the authors, a brief biographical note of the authors and acknowledgements (if any).

- An abstract of 200-250 words with 5-7 keywords. Heading ABSTRACT appears before the text centered, bold, UPPERCASE, 12 point. Body of the abstract is justified and in 12-point font.

Body of the paper

- SECTION HEADINGS are to be in UPPERCASE, bold, 12-point font, and centered
- Sub-section Headings are to be in Title case, bold, 12-point font, and left justified
- Sub-sub-section Headings are to be in Title case, italicized, 12-point font, and indented 0.5 inches
- All headings are separated from the following paragraph with a blank line
- Separate paragraphs with a blank line
- Starting line of a paragraph is indented 0.5 inches
- Body of the paper should use a 12-point font

Figures, Tables, and Equations

- All figures, tables, and equations are to be included within the prescribed page limit
- All tables and figures should have a caption
- The description of the figure should be provided below the figure left aligned
- The description of the table should be provided above the table left aligned
- Equations are to be serially numbered and should be created using MS-Word Equation tab.

References

For books/ monographs:

Engle, R. (2009), "Anticipating Correlations: A New Paradigm for Risk Management", Princeton University Press, Princeton

For contributions to collective works:

De Bondt W.F.M. and Thaler, R. H.,(1993), "Does the Stock Market Overreact", in *Advances in Behavioural Finance*, Thaler R. (ed), Russell Sage Foundation, New York, pp. 249-264.

For Journals:

Fama, E. (1991), "Efficient Capital Markets II", *Journal of Finance*, Vol. 46(5), pp. 1575-1617

Online text reference

Robinson, B.A. "End of the World Predictions," Ontario Consultants on Religious Tolerance. available at:http://www.religioustolerance.org/end_wrlld.htm (accessed June 11, 2007).

Working Papers

Surname, Initials (year). "Title of article", working paper [number if available], Institution or organization, Place of organization, date.

Mahajan, R. (2014). "How to publish academic research on food safety: food processing ministry", working paper, Ministry of Food Processing Industries, New Delhi, India, 15, April, 2014



Submission Deadline

Last date of submission of abstract

5th January, 2021

Important Dates

Notification of the acceptance of the abstract:

7th January, 2021

Submission of full paper:

20th January 2021

Intimation of acceptance of full paper:

28th January, 2021

Last date for Registration

3rd February, 2021

Organizing Committee

Conference Chairs

Prof. Harish B,
Assistant Professor,
Rajagiri College of Social Sciences
9846246185

Dr. Padmanabhan N S,
Assistant Professor,
Rajagiri College of Social Sciences
9447696185

Advisory Committee

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Director, Rajagiri Group of Institutions

Dr. Binoy Joseph Principal,
Rajagiri College of Social Sciences

Prof. Sunil Puliyakot,
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Fr. Francis Manavalan CMI
Assistant Director, Rajagiri Institutions

Dr. Aviral Kumar Tiwari
Associate Professor,
Rajagiri Business School, Kochi, India,
and Research Fellow, University of Orleans,
France and University of Economics
Ho Chi Minh City, Vietnam.