



Sheth Foundation
Doctoral Consortium

7TH AIM-AMA SHETH FOUNDATION OPEN CONFERENCE

MARKETING COMMUNICATION IN THE DIGITAL ERA

Conference Date: January 7, 2019 Time: 8 am to 6 pm Venue: MICA campus

Conference Co-organizers



DR. JAGDISH SHETH
Founder & Chairman
AIM, Emory University, USA



DR. V. KUMAR
Co-Founder, AIM
Georgia State University, USA



DR. SHAILENDRA RAJ MEHTA
President & Director, MICA, India

**CMO
ROUND-
TABLE**

**EXPERT
INDUSTRY
PANEL**

**CALL FOR
PAPERS**

TRACKS

Consumer Behavior

Marketing Analytics

Marketing Strategy

**CASH
PRIZES**

**BEST
PAPER
AWARDS
IN EACH TRACK**

For more information, please contact
CONFERENCE CO-CHAIRPERSONS
Dr. Preeti Shroff, Dean, MICA
Dr. Varsha Jain, Professor, MICA
MICA, Shela, Ahmedabad – 380 056,
Gujarat, INDIA
Tel: +91 2717 308250

For relevant themes and suggestive / related topics visit www.mica.ac.in

Email abstracts to <https://easychair.org/conferences/?conf=7aim> before October 30, 2018

Selected Papers will be published by Journal of Creative Communications (JOCC)