



MARKCON 2020

Conference Special Issue

Journal of
Indian Business Research (JIBR)
An Emerald (UK) Publication



13th International Conference on Marketing

Conference Theme

MARKETING ECOSYSTEM AND INNOVATIONS - INDIA AND THE GLOBE

January 9-11, 2020 • Indus Business Academy, Bangalore

ABOUT MARKCON 2020

Indus Business Academy - Bangalore is proud to organize the 13th International Conference on Marketing - MARKCON 2020 at its Bangalore campus.

Indus Business Academy, Bangalore (IBA), is known for its path breaking and indigenous research in Indian management. The need to explore the evolution of marketing ecosystem, its components and innovative practices is inevitable for marketers in India and globally. The ecosystem represents the co-existence of both living and non-living elements who interact and have interdependence upon each other. Similarly, contemporary marketing ecosystem is created for businesses to gain visibility, engage prospects, capture attention, and create customers by placing right ideas, messages or products at the right time. IBA recognizes the immediacy of understanding the marketing ecosystem in Indian and Global context and thus the theme of the conference "Marketing Ecosystem and Innovations: India and the Globe" was conceived. The conference is aimed at both academia and the practitioners to bring about the alignment between theory and practice. It covers the following:

- Marketing Ecosystem: Antecedent, components and challenges
- Integration of Indian perspectives on marketing ecosystem and innovations
- Innovations and disruptions intersecting the Indian and global markets resulting in strategic changes and competitive landscapes
- Evolving new theorization and praxis towards understanding and development of comprehensive viewpoints on the topic from both academics and practitioners

KEY NOTE ADDRESS



Prof. Jagdish Sheth

Charles H. Kellstadt Professor of Marketing
Emory University

CONFERENCE HIGHLIGHTS

- **Pre-conference Workshop - A workshop on research and paper development will be conducted on Jan 9, 2020.**
- **Post Conference Workshop - Selected papers to be mentored by the conference Advisory and Review Committee.**
- **Post-conference assistance to the selected papers till publication in ABDC journals.**

Best Marketing Educator Award

Best Research Paper Award

Best Doctoral Research Paper Award

Best Poster Presentation Award

PUBLICATION OPPORTUNITY

Accepted papers will be presented in the conference and abstract of the papers go to the conference proceedings. Few papers selected by the advisory committee will be considered for publication in renowned journals like:

1. Special issue of Journal of Indian Business Research (JIBR) ISSN: 1755-4195
2. 3D – IBA Journal of Management and Leadership (Ebsco indexed) ISBN 2230-7524
3. Book of Readings

We are in touch with few more journals, the information on which will be updated.

CONFERENCE TRACKS

The conference will have 13 tracks traversing across following areas:

1. Marketing Strategies
2. Brand Management
3. Rural Marketing
4. Customer Experience & Engagement
5. Social Marketing
6. Retail Marketing
7. Start-up Ecosystem & Marketing at MSMEs
8. Marketing Analytics
9. Account Based Marketing
10. International Marketing
11. Digital Marketing
12. Sustainability Marketing
13. Innovations in Marketing Education

The track details and submission guidelines can be found through <https://easychair.org/conferences/?conf=markcon2020> or through www.iba.ac.in

IMPORTANT DATES

Particulars	Dates
Abstract Submission Closes	Oct. 30, 2019
Communication for Acceptance	Nov. 15, 2019
*Early Bird Registration Closes	Oct. 30, 2019
Submission of Full Paper	Nov. 30, 2019
Registration Closes	Dec. 15, 2019

REGISTRATION FEES

Fee Details	Workshop & Conference	
	India	International
Academicians	5600	\$200
Research Scholars	3200	\$125
Corporate Practitioners	6500	\$250
Students	1200	\$100

*Early bird discount of 25%

If 2 or more faculty members from same Institute register, then they will get 10% discount.

In absentia fees will be Rs.4000/-

GST of 18% is applicable over and above the fee structure given.

MODE OF PAYMENT

Option 1: Credit Card/Debit Card (VISA, Master, Maestro)

Option 2: NEFT/RTGS/Online payment through online gateway (for INR only). Pls mention participant's name clearly.

Option 3: Demand Draft in favour of ARIHANT EDUCATION AND RESEARCH FOUNDATION payable at Bangalore.

Bank Details for NEFT:

Beneficiary Bank Name	AXIS BANK
Beneficiary Account Name	ARIHANT EDUCATION & RESEARCH FOUNDATION
Beneficiary Account Number	333010100008099
IFSC Code	UTIB0000333
Swift Code (for Intl. txn)	AXISINBB333
Branch	Ground Floor, No.6/A, J.P. Nagar III Phase, Bannerghatta Main Road, Bangalore 560 076 India

All participants paying through NEFT are requested to register by filling the online registration form after the payment has been successfully completed. Please mail screenshot of Payment made to E-mail: iba.markcon2020@iba.ac.in

CONFERENCE CHAIR



Dr. Subhash Sharma

Dean & Director,
IBA, Bangalore

CHIEF PATRON



Dr. Manish Jain

Founder, Chairman & CEO
IBA, Bangalore

CONFERENCE RESOURCES



Prof. (Dr.) Michael Zirkler

ZHAW School of Applied
Psychology, Zurich



Prof. K. Sivakumar

Arthur Tauck Chair and
Professor of Marketing
Lehigh University



Dr. Gibson Vedamani

Founding CEO - RAI,
Mumbai



Dr. Falguni V. Oza

Area Leader - Strategic
Marketing, MICA, Ahmedabad



Prof. Bala Subrahmanya

IISC, Bangalore



Dr. Abhishek Mishra

IIM-Indore



Dr. Jayashree Dubey

Indian Institute of Forest
Management, Bhopal



Prof. Ganesh Prabhu

Professor, Strategy,
IIM Bangalore



Mr. Mahesh Murthy

Founder & Director
Exseed Space, Mumbai



Mr. Lokesh V.

CEO & MD, Innomantra,
Bangalore

ADVISORY COMMITTEE



Dr. Udo Wagner

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University of Vienna, Austria



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University, Gurugram



Dr. Tapan Sarker

Professor, Griffith
University, Australia



Dr. Subhendu Dey

Program Director,
IBA, Bangalore

BEST MARKETING EDUCATOR AWARD

The Nomination is to be submitted in 3 parts:

A. Nomination Details **B.** Innovation Statement (*Max: 1500 words*) **C.** Annexure(s)

All documents should be acknowledged by the Head of the Institution.

Initial screening of the entries and the deliberations related to pedagogical innovations will be done after considering the credentials, annexure and proof of innovation submitted. Selected entries will be notified and they will get an opportunity to present their innovations in teaching. The complete research papers will be considered for publications.

Participants will have to register for the conference under marketing education track and should submit their entries to **iba.markcon2020@iba.ac.in**

You may log on to www.iba.ac.in/13th-iba-international-conference/ for more details.

BEST PAPER AWARD

The authors of one best paper will be awarded certificate for his/her work of ingenuity, importance and quality research as adjudged by Advisory and Review Committee. To compete for the best paper award, submission of full paper is mandatory. Participants are required to submit full paper by 15th November 2019. You can submit your full paper on **iba.markcon2020@iba.ac.in** When you submit the full paper kindly name your paper as per the given protocol-“Title of the Paper - Best Paper Award”.

BEST POSTER PRESENTATION AWARD

You may log on to **www.iba.ac.in/13th-iba-international-conference** / for more details.

Snapshots from earlier International Conferences



ABOUT IBA

Mission of IBA is to be an Institute of Excellence in creating and nurturing research orientated academics, entrepreneurship and leadership with sensitivity towards society". Indus Business Academy (IBA), Bengaluru is one of the top MBA colleges in Bengaluru, one of the top 1% colleges in India and one among the only 42 out of more than 5000 colleges in India to receive an **International Accreditation by IACBE**. World Consulting & Research Corporation (WCRC) has certified IBA (process evaluated by KPMG) as **one of Asia's fastest growing Institutes**. Media publications like Competition Success Review (CSR), Business India, and Dainik Bhaskar among others have consistently ranked **IBA amongst the top B-Schools in Bengaluru and India**.

IBA has been enlisted among the T-100 Institutes in India (which includes 78 IIMs, IITs, NITS + 22 other premier Institutes & Universities of repute) & G-250 Institutes / Universities Globally on Technology-based Education by Wadhvani Operating Foundation, USA.

Forbes India listed IBA under '**Great Indian Institutes**' and recognized as a '**Great Place to Study**' in Sept., 2018.



IBA Bangalore is the first and the only Indian Business school to become a member of the Council for Higher Education Accreditation (CHEA) International Quality Group, formed to bring together high quality institutions involved in the international accreditation and support services of the world.



CONFERENCE VENUE:

Indus Business Academy

Lakshmipura, Thataguni Post, Kanakapura Main Road, Bengaluru 560 062

CONFERENCE CO-CHAIRS & ORGANIZING COMMITTEE MEMBERS:



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Social Media Footprint:

Webpage: <http://iba.ac.in/13th-iba-international-conference/>

Facebook: <https://www.facebook.com/IBACONFERENCE/>



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