

Presents

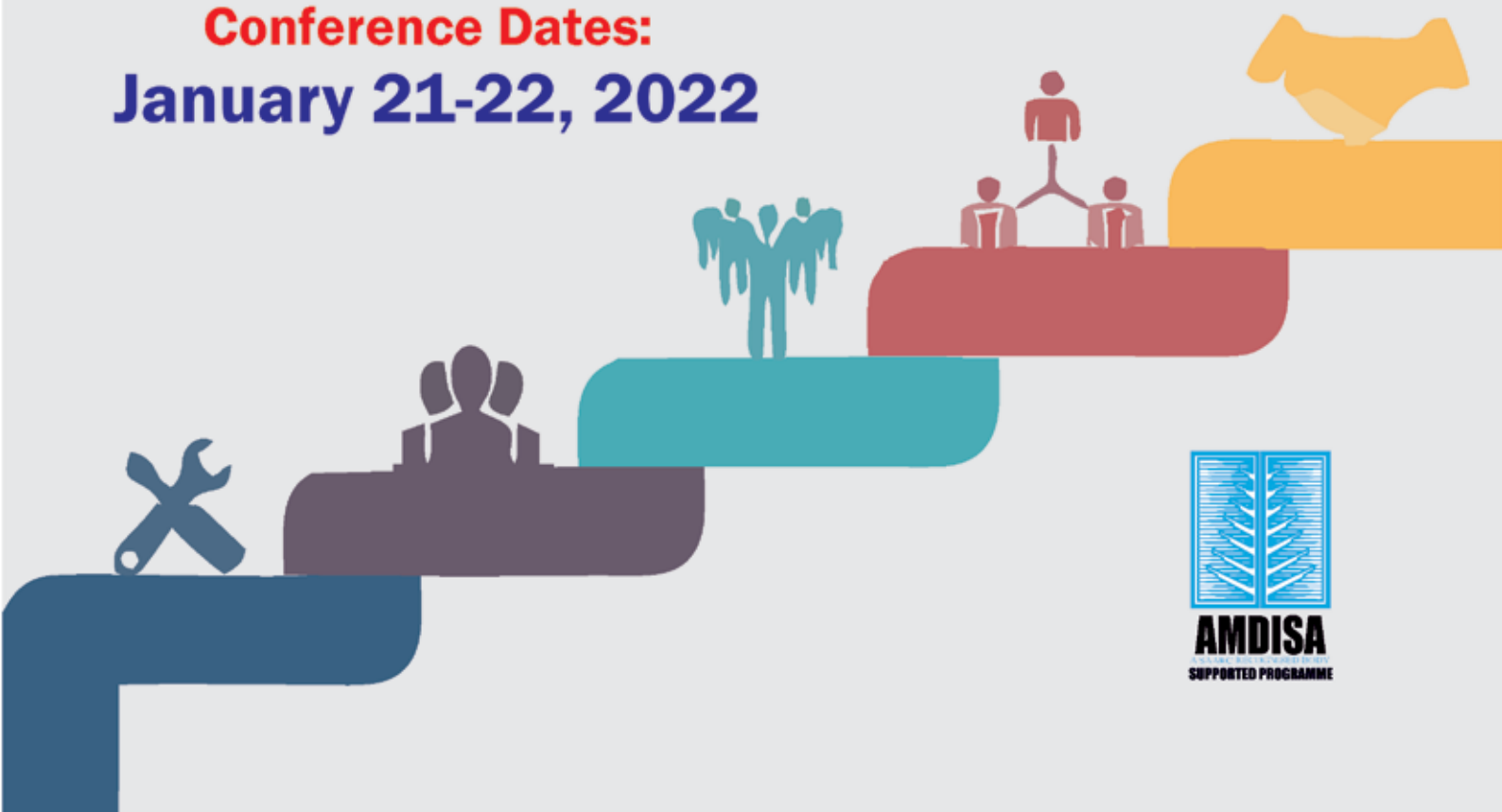
E-ICOMBS 2022

**9th IBS Conference on
Marketing & Business Strategy**

On

MARKETING 5.0
Opportunities and Challenges

Conference Dates:
January 21-22, 2022



Venue: ICFAI Business School (IBS) Hyderabad Campus
(Virtual)



About IBS Hyderabad

IBS, Hyderabad is a constituent of the IFHE, Hyderabad, Telangana, a deemed-to-be University under Section 3 of the UGC Act, 1956. Since inception in 1995, IBS has grown impressively and achieved widespread recognition from industry, academic circles and professional bodies. It is a premier business school that has been consistently ranked by independent rating agencies as one of the top B-Schools of India. It was one of the first three business schools from South Asia to get SAQS accreditation by AMDISA (Association of Management Development Institutions of South Asia) in the year 2006. IBS is the first business school in India to be accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) for all the three programs it offers – BBA, MBA and PhD. Ranked 26th among the top management institutes as per the latest NIRF ranking, IFHE has also been accredited by the premier national accreditation agency, NAAC with 'A' grade with a CGPA score of 3.43/4.00. It has also received a rating of A** from CRISIL and ICRA. IBS Hyderabad is one of the very few B-Schools which incorporate 100% case methodology in its pedagogy. It offers high quality programs such as BBA, MBA, Executive PhD and PhD to a wide cross section of students, executives and professionals. All the above programs are campus based residential programs. IBS Hyderabad also conducts MDPs for industry executives and FDPs for faculty members of business schools.

About the Conference

Marketing has become one of the cornerstones for growing a successful business. Long ago, during the industrial age—when the core technology was industrial machinery—marketing was about selling the factory's output of products to all who would buy them. The products were fairly basic and were designed to serve a mass market. The goal was to standardize and scale up to bring about the lowest possible costs of production so that these goods could be priced lower and made more affordable to more buyers. Henry Ford's Model T automobile epitomized this strategy; said Ford: "Any customer can have a car painted any color that he wants so long as it is black." This was Marketing 1.0 - the product-centric era followed by Marketing 2.0 - customer-oriented era; Marketing 3.0 - emotional marketing with human spirit marketing; and Marketing 4.0 - the world of mobile technology and global social interaction that can reach a customer anytime, anywhere. The benefit goes both ways: brands have unprecedented access to customer data and insights to guide their efforts, while customers have the power of choice and can use social media to amplify their voices. However, the future holds more promise. Customers want a new level of satisfaction — products and services that not only meet their basic needs, but also complement their creativity and values by offering something more. The result is Marketing 5.0, which has the potential to deliver personalized experiences.

Marketing 5.0, by definition, is the application of human-mimicking technologies to create, communicate, deliver, and enhance value across the customer journey. One of the critical themes in Marketing 5.0 is what is called the next tech: a group of technologies that aim to emulate the capabilities of human marketers. It includes AI, NLP, sensors, robotics, augmented reality (AR), virtual reality (VR), IoT, and blockchain. A combination of these technologies is the enabler of Marketing 5.0. Despite the in-depth discussion on technology, it is important to note that humanity should remain the central focus of Marketing 5.0. The next tech is applied to help marketers to create, communicate, deliver, and enhance value across the customer journey. The conference will cover the upcoming and important topics in the marketing 5.0.

Conference Objective

The conference is aimed at deliberations and presentation of research work and management practices in the areas of Marketing and Business Strategy in line with the conference theme, i.e., Marketing 5.0: Opportunities and Challenges.

Broad Plan of the Conference

The conference is spread over two days. Day 1 will feature the two highly interactive sessions: (i) Editors Meet and (ii) Proposed workshop on PLS SEM. The second half of Day 1 will also have few paper presentations. Day 2 of the conference will be dedicated to presentation of papers and knowledge sharing among the participants. The Valedictory will be around 4 pm.

Call for Papers

9th E-ICOMBS 2022 invites research articles and case studies from academicians, policy makers, government officials, NGO professionals, research scholars and individuals interested in sharing their experiences and/or empirical work. The conference will cover the upcoming and important topics in the marketing 5.0. The following are the proposed themes for the conference that are in line but not necessarily limited to below-mentioned themes. The following is an indicative list of suggested sub-themes in which papers are most welcome. However, authors are free to correspond with the conference secretariat if they seek to present papers in areas other than those mentioned below but falling within overall conference theme.

Proposed Sub-Themes For 9th E-ICOMBS 2022

- Innovation & Marketing
- Personalization, Relationships and Marketing
- Consumer Behaviour and Marketing
- Marketing Communication & Customer Connect
- New age advertising across generations
- Virtual, Augmented Reality in Marketing, Internet of Things (IoT), Technology Adoption and Marketing
- Digital & Social Media Marketing: Applications and Usage
- Strategic Brand Management
- Tourism, Destinations and Marketing
- Business to Business (B2B) Marketing
- Data Analytics and Artificial Intelligence in Marketing
- Strategic Management and Marketing
- Supply Chain Management and Marketing
- Sustainability and Green Marketing, Ethical Issues and Social Responsibilities in Marketing
- E-Commerce and M-Commerce in Marketing
- Research Methods in Marketing
- Sport Leagues and Sports Marketing
- Special Track: Short cases, industry notes, research notes, industry analyses and reports, data set analyses, and practitioners' perspectives on marketing and business strategy issues related to marketing and its interlinkage with Finance, HR, Operations and other domains.

Review Process

All the submissions received as per the guidelines given in Table-I, will be double-blind reviewed. All papers must contain an abstract of maximum 800 - 1000 words, which should include: Purpose of the research, Methodology, Major results, Implications, and Key references. However, for practice papers, authors may include business context, analytical problems, proposed solutions & insights. The authors should clearly indicate the sub-theme under which they want their paper to be considered.

Table-I	
Length/ Word Limits	Conceptual Papers/ Empirical Papers/ Theoretical Papers: 3000 – 5000 words Case Studies/ White Papers/ Practice Papers (Specially from Industry): 1000-2000 words
Margins	1 inch (2.5cm) from all sides
Font Type & Size	Times New Roman, 12 point in MS-Word
Line Spacing	1.5
Title/ Cover Page	Title, Author(s), Affiliation(s), Contact Details (e-mail ID & phone No.), Abstract
Key Words Limit (Max)	Five

Papers with maximum word limit as specified in Table-I, has to be uploaded only to: <https://easychair.org/conferences?conf=eicombs2021> by **October 31, 2021**. In case of any query, please write to us at icombs2021@ibsindia.org.

Note: Industry/Practice Papers (submitted by individuals/teams from Industry) with a word limit of 1000-2000 will be considered as full paper. Detailed submissions (up to 5,000) would be equally appreciated.

Registration

To encourage wider participation, the conference will be charging a nominal registration fee. For Registration fee please refer to Table-II.

Table-II		
1. Category: Delegates Presenting Paper	From India	From Abroad
1.1 Academicians	₹1000 + GST	USD30 + GST
1.2 Corporate Delegates / Policy Makers / Government Officials/ NGO Professionals	₹1000 + GST	
1.3 Full time Doctoral Students, Research Scholars, M.Phil / PG students (Not working full time in Industry/ Academics)	₹500 + GST	
2. Delegate Fee of Non-presenting Authors/ Others*	₹500 + GST	USD 15 + GST
* Acceptance of the paper indicates that at least one of the authors has to register for the conference and present the paper. Certificates will be issued to the participants for presenting their work.		

1. NEFT/RTGS mode of payment:

1. Account No	020201007037
2. Type of Account	Current Account
3. Name of the Account	IFHE – Seminars & Workshops A/c
4. Name of the Bank	ICICI Bank
5. Bank Address	Nerella House, No. 4, Nagarjuna Hills, Punjagutta, Hyderabad- 500 082, Telangana State.
6. RTGS/NEFT IFSC Code	ICIC0000202



Conference Committee E-ICOMBS 2022 Advisory Committee

Prof. J Mahender Reddy, Vice Chancellor, IFHE
Prof. C S Shylajan, Dean - Academics, IBS, Hyderabad
Prof. Venu Gopal Rao, Area Coordinator, IBS, Hyderabad

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Dr. Sudepta Pradhan	Dr. Vikas Gautam	Dr. Sunny Bose	Dr. Vaibhav Shekhar
Dr. Amar Raju	Dr. Souvik Roy	Dr. Ankur Srivastava	

Important Dates to remember

Last date for submission of Extended Abstracts	October 31, 2021
Communication of Acceptance of the Abstracts	On Rolling Basis, within a Fortnight of Submission
Opening of Registration Date	November 01, 2021
Submission of Full Paper	December 12, 2021
Last Date for Registration	December 21, 2021
Conference Dates	January 21-22, 2022

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ICFAI BUSINESS SCHOOL

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