



NATIONAL CONFERENCE
ON
EMERGING PARADIGMS IN MARKETING

Wednesday, 10th October 2012

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

NATIONAL CONFERENCE ON

Emerging Paradigms in Marketing

October 10, 2012

“Marketing isn’t Magic. There is a Science to it”

**-Dan Zarrella
Social Media Scientist**

CALL FOR PAPERS

The business environment world wide is undergoing unpredictable changes. A variety of driving forces provoke this change. Internet and telecommunication has shrunk the world substantially. New business models are emerging due to continuous developments in the IT sector. International boundaries are fading and the entire world has become a single global marketplace. Public consciousness has become much more sensitive and demanding that the organizations be more socially responsible.

Consumers have greater product variety than ever, yet they are less satisfied. Product variety has not necessarily resulted in better consumer experiences. On the other hand, advances in digitization, biotechnology and smart materials are creating opportunities for new products and services that transform business. Competition is intensifying and profit margins are diminishing. Managers can no longer focus solely on costs, product quality, speed and efficiency. For profitable growth, managers must strive for new sources of innovation and creativity. All these factors and forces are giving rise to lot of thinking and rethinking in every sector of management. Hence the theme of the conference, **‘Emerging Paradigms in Marketing’**, calls upon corporate and academia to deliberate upon the emerging issues, dimensions and ideas in the area of Marketing.

We at Centre for Management Studies (CMS), Jamia Millia Islamia are happy to announce a national conference on **‘Emerging Paradigms in Marketing’** with an objective to provide a platform to present, share and discuss research based on marketing knowledge in the context of new developments taking place in creating and offering the products/services.

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. 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
- Non profit Marketing
- 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 9th July 2012. The electronic copy should be mailed to cmsepm2012@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 31st August, 2012. The electronic copy should be mailed to cmsepm2012@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 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:

CATEGORY	REGISTRATION FEE
Corporate	Rs. 2000
Academicians/Research Scholars	Rs. 1750
Students	Rs. 750

Drafts should be drawn in favour 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: The Organizing Secretary, National Conference on Emerging Paradigms in Marketing, Centre for Management Studies, Jamia Millia Islamia, Mohammed Ali Jauhar Marg, Jamia Nagar, New Delhi – 110025.

ORGANISING COMMITTEE

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THE ORGANISER

Jamia Millia Islamia: Jamia Millia Islamia came into existence during the freedom movement in 1920 and, as called by Rabindranath, is “one of the most progressive educational institutions of India”. Jamia Millia Islamia, a Central University, renowned for its highly glorious past and an equally promising future, has more than 15,000 students, 700 full time faculty members, 8 faculty of studies, 45 departments and offers more than 200 courses of study.

Centre for Management Studies (CMS): The Centre for Management Studies (CMS) was established in 2003 and has a very rigorous process of selecting students for its different programmes. CMS has been well accepted by the market with students placed in top reputed national and multinational companies.

CMS conducts the following programmes:

- Ph.D. Programme in Management
- Two-Year MBA Programme
- Three-Year MBA (Working Managers) Programme
- Two-Year MIB (Master of International Business Programme)

Areas of Specialization: Marketing, Finance, HR, Operations, International Business

IMPORTANT DATES

Last Date for Abstract Submission	9 th July 2012
Notification of Acceptance of the Abstract	17 th July 2012
Last date for submission of Selected Papers	31 st August 2012
Notification of Acceptance of the Paper	5 th September 2012
Last Date for Registration	10 th September 2012
Date of Conference	10 th October

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

Organized By:
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Registration Form

Name of First Author (in capital letters): _____

Designation: _____

Name of the University/Institution/Organisation: _____

Official Address: _____

Residential Address: _____

Phone Number (office): _____ Mobile: _____

E-mail ID: _____

Title of the paper: _____

Presenting Paper (please tick): Yes/No

Name(s) of Author(s): 1. _____

2. _____

3. _____

Registration Fee Details

Amount: _____ DD No: _____ Date: _____

Name of the Bank: _____

Branch: _____

Signature (First Author):

Date: