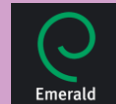


Asia Business Centre
Case Track Associate



IIT Delhi



Publication Partner

Conference on Brand Management

(CBM2016)

at

IIT Delhi,

16-17 April, 2016

(<http://cbmiitd.in/>)



ABOUT INDIAN INSTITUTE OF TECHNOLOGY DELHI

The Indian Institute of Technology Delhi, established in 1961, is one of the premier institutes for Technology and Management education in India. IIT Delhi is one of the two educational institutes in India which have been listed in Quacquarelli Symonds' (QS) list of top 200 universities globally in 2015. Eminent faculty, excellent academic infrastructure and superior pedagogy make the institute one of the best places in the country to learn and research. Department of Management Studies (DMS) at IIT Delhi has heavy research orientation as its forte. In a recent Stanford study on Indian Universities doing research in Social Sciences, the Department of Management Studies, IIT Delhi has been ranked second in the Business and Management category.

ABOUT THE CONFERENCE

This Conference on Brand Management is being organized by IIT Delhi, India. The Conference aims to bring together academia, industry and researchers from all over the world to come together to interact, exchange views and to support professional development.

CONFERENCE THEMES

Startup Branding and Valuation	Brand Challenges
Public Sector Branding	Ethical Branding
Branding Small	Digital Branding
Brand Flexibility	Branding Public Policy and Initiatives
Branding and Culture	Branding India
Branding Health	Brand Communication: Issues and Challenges
Not For Profit Branding	Infrastructure and Priority Sector Branding (Education, Energy & Petroleum)
Technology Branding	Other relevant areas related to broad themes of the Conference
B2B Branding	
Brand Under Stress	

CONFERENCE TRACKS

Research Track

All research papers will be reviewed and abstract will be published in conference proceeding by Emerald with ISBN Number in hard copy format. The copyright of research papers will remain with authors.

Case Study Track

This track is being organized in association with Asia Business Centre, Curtin University. Selected case studies will be published by Emerald and will also be published on the Asia Business Centre's website.

Experience Sharing Track

Industry Delegates/ Practitioners can share their experiences in form of monographs and working papers. Selected monographs and working papers will be hosted on the website of the conference.

PUBLICATION OPPORTUNITIES

Emerald will publish the conference abstract proceedings of all the selected papers with ISBN Number. Conference organizers have received confirmation from following journals for special issue/select papers. Conference organizers will send shortlisted papers to these journals, however the decision of journal's editorial board shall be final regarding the publication.

- International Review on Public and Nonprofit Marketing
- Global Journal of Flexible Systems Management
- International Journal of Indian Culture and Business Management
- Emerald Emerging Markets Case Studies
- Global Journal of Enterprise Information System
- Viewpoint

REGISTRATION

Research Track & Case Study Track	Experience Sharing Track
Faculty & Industry Delegates: INR 6500 Students: INR 4500	Industry Delegates: INR 6500
Conference Participation for all categories: INR 5000	

Registration can be done by submitting the Bank Demand Draft in favor of "Conference on Branding" payable at New Delhi. DD should be sent to the address of Conference Secretariat and an email of the DD scan copy to: cbm.iitd@gmail.com

Candidates can register for the conference by making the payment via online payment (NEFT Transfer) as per the details mentioned on the website

IMPORTANT DATES

Abstract Submission Deadline: February 26, 2016

Notification to Authors: February 28, 2016

Full Paper Submission: March 15, 2016

Revision and Author Notification: March 20, 2016

CONFERENCE OFFICE

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