

CONFERENCE AWARD

All papers/ case studies presented in the ICRM 2013 Conference regardless the status of author are eligible for the Best paper Award. The goal of best paper award is to recognize and promote quality ideas in the field of Marketing. Conference Steering Committee will give the Best paper Award to the paper that has been presented in the conference and not previously presented or published anywhere else. The winner would receive the prize money and certificate to the registered authors of the paper. The criteria for the Best paper Award would include:-

- > Methodological quality
- > Originality in the paper/ case study

CONFERENCE COORDINATOR

Dr. Mahim Sagar,
Department of Management Studies, IIT Delhi, India.

CONFERENCE STEERING COMMITTEE

Prof. Mukul P Gupta, Director, MDI, Gurgaon
Prof. Deepali Singh, ABV- IITM, Gwalior
Prof. Nigel de Bussy, Head of School of Marketing, Curtin University, Australia
Prof. Samir Chatterjee, Curtin Business School, Australia
Prof. Kandy Dayaram, Curtin Business School, Australia
Prof. Pingali Venugopal, XLRI Business School, Jamshedpur
Prof. Sanjeev K Varshney, XLRI Business School, Jamshedpur
Dr. Mahim Sagar, DMS, IIT Delhi, New Delhi

REGISTRATION FEE

Participants from India:

	Early Registration	Late Registration
Conference Presentation		
Faculty & Industry	INR 5000	INR 7500
Students	INR 3500	INR 5000
Conference Participation (not presenting a paper)		
Delegates	INR 3000	INR 4000

Participants from outside India:

	Early Registration	Late Registration
Conference Presentation		
Faculty & Industry	USD 250	USD 300
Students	USD 200	USD 250
Conference Participation (not presenting a paper)		
Delegates	USD 150	USD 200

CONFERENCE VENUE

Auditorium, Department of Management Studies, Vishwakarma Bhawan, Indian Institute of Technology Delhi, Hauz Khas, New Delhi – 110016

PAYMENT DETAILS

Registration can be done by submitting the Bank Demand Draft in favour of “**ICRM 2013**” payable at New Delhi. DD should be sent to the address of Conference Secretariat and an email of the DD scan copy to icrm2013.info@gmail.com

Alternatively, candidates can register for the conference by making the payment via online payment (NEFT Transfer) as per the details mentioned below:-

Account Name	ICRM 2013
Account No	33033558633
BankName	State Bank of India
Branch Name	IIT Hauz Khas
Branch Code	1077
IFSC Code	SBIN0001077
MICR Code	110002156

Note:- Kindly mention the participant name in the remark section during the NEFT transaction.

Foreign candidates are recommended to arrange their VISA before registering for the conference.

CONFERENCE SECRETARIAT

c/o. Dr Mahim Sagar, Room No. 506,
Department of Management Studies,
Vishwakarma Bhavan, Indian Institute of Technology Delhi,
Hauz Khas, New Delhi – 110016 (India)

For any queries, please contact:

Mr. Murali Krishna (Research Scholar): +91-9266679993/ 9717719956

ACCOMMODATION/ HOSPITALITY

Limited accommodation on sharing basis is available at IIT Delhi Faculty Guest House on first come, first serve basis for outstation candidates who will register for the conference. Rates as per IIT rules are applicable.



IIT DELHI



Curtin University



Invites you to

“International Conference on Research in Marketing” (ICRM 2013)

(A Refereed International Conference)

www.icrm-iitd.in/

At
IIT Delhi, New Delhi
On
21-22 December 2013

ABOUT INDIAN INSTITUTE OF TECHNOLOGY DELHI (IITD)

The Indian Institutes of Technology (popularly known as IITs) are institutions of national importance established through an Act of Parliament for fostering excellence in education. There are fifteen IITs at present, located at Bhubaneswar, Chennai, Delhi, Gandhinagar, Guwahati, Hyderabad, Indore, Jodhpur, Kanpur, Kharagpur, Mandi, Mumbai, Patna, Ropar and Roorkee. Over the years, IITs have created world class educational platforms dynamically sustained through internationally recognized research based on excellent infrastructural facilities. The faculty and alumni of IITs continue to make a huge impact in all sectors of society, both in India and abroad.

The Indian Institute of Technology Delhi, established in 1961, is one of the premier institutes for technology and management education in India. I.I.T. Delhi, situated in Hauz Khas (South Delhi) has a sprawling campus spread over 320 acres. Imaginatively laid out with picturesque landscape, the campus has Academic Blocks, Residential Areas, Shopping Areas and Play Grounds with well connected and neatly laid out roads. Recently, IIT Delhi completed 50 years of its existence and organized several activities to celebrate the Golden Jubilee.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES (DMS)

Post Graduate Management education began in IIT Delhi in 1976 in what was then called the 'School of Systems and Management Studies'. This School was subsequently converted into Centre for Management Studies and then acquired the statutory status of 'Department of Management Studies' in 1993 under I.I.T. Delhi Act. The formal appellation of Master of Business Administration (MBA) for PG program in management came in 1997.

The Department currently offers three MBA programs: (a) Two-year full-time MBA program with focus on 'Management Systems', (b) Two-year full-time MBA program with focus on 'Telecommunication Systems Management' under the aegis of Bharti School of Telecom Technology and Management, and (c) Three-year part-time MBA program with focus on 'Technology Management'. Apart from the specialised compulsory courses in the focus area, the students have choice for functional area specialization in Finance, Marketing, Information Systems, Strategy, Organisation Management, HR etc.

ABOUT CURTIN UNIVERSITY

Curtin University is located in Perth, capital city of the fast-growing State of Western Australia. Curtin is among the top 500 in the Academic Ranking of World Universities. Curtin Business School (CBS) is one of the largest faculties of business in Australia, with more than 15,000 students studying in Perth or at one of a number of offshore campuses. The School of Marketing offers courses from Bachelor to PhD-level in Marketing, Advertising, Public Relations, and Tourism and Hospitality. The quality of the School's research was recently ranked as world class in the Australian Government's Excellence in Research for Australia initiative.

ABOUT XLRI BUSINESS SCHOOL

XLRI is a premier, private management institute in India founded in 1949 by Fr. Quinn Enright, S.J. in the Steel city of Jamshedpur, Jharkhand. Fr. Enright envisioned XLRI to be a partner in the developmental journey of independent India with a vision of "renewing the face of the earth". Over the last six decades, XLRI has helped shape responsible business leaders who serve organizations of repute across the globe. As an institution, XLRI continually strives to contribute its mite to the professional growth and management of innumerable organizations in the private and public sector across various industries.

ABOUT THE CONFERENCE

This conference is being organized by Department of Management Studies, I.I.T. Delhi, India in conjunction with School of Marketing, Curtin University, Australia and XLRI Business School, Jamshedpur, India. The conference aims to bring together academicians, researchers and experts from all over the world to come together, interact and exchange views and to support professional development.

Papers/ Case Studies that develop new ideas or theories, attempt to advance our understanding of real world phenomenon, and/or address any of the key research themes are encouraged. Papers may take an individual or organizational perspective. The research can be global in focus and application.

WHO SHOULD ATTEND THE CONFERENCE

This conference is aimed at researchers in Academia and Industry. Marketing as a discipline and as a business function is very vital for both the Academics and Industry. The conference aims at welcoming all the researchers, faculty and Industry professionals in the field of Marketing as per conference themes mentioned in this brochure.

CONFERENCE THEMES

1. Consumer Behaviour, Adoption and Awareness Issues
2. Neuro Marketing and Marketing Practices in B2B and B2C Sector
3. Marketing in Emerging and Transition Economies
4. CRM, Social Media Marketing and CSR
5. Public Relations, Advertising & Integrated Marketing Communications
6. Cross- Cultural Communications & Issues in Branding
7. Marketing Strategy, Brand Identity and Corporate Reputation
8. Retail & Service Marketing
9. Sensory & Experiential Marketing
10. Marketing Research in Specific Industries (e.g. sports, tourism, telecom, public, health, NGO's etc.)
11. Promotion and Pricing Strategies
12. Ethical Marketing and Consumer Protection
13. Personal Selling and Sales Management
14. Innovation, Entrepreneurship and Small Business Marketing
15. Other relevant issues related to broad theme of the Conference.

All accepted papers will be subjected to a blind review process as this is a refereed conference. The authors of accepted papers/ case studies will be given the certificate of acceptance of research paper by IIT Delhi for the refereed conference of IIT Delhi, Curtin University & XLRI Business School.

ABSTRACT SUBMISSION DETAILS

The selection of paper/ case study will be made on their importance and interest to a wide range of delegates. Please indicate which of the conference themes your paper fits best. Papers represent the majority of the submissions and form the scholarly sessions of the program. Guidelines for abstract preparation:-

- Abstracts (maximum 1000 words) describing the scope of the paper, methodology and its main conclusions
- Times New Roman 12-point font
- Microsoft Word
- Single Spacing
- APA Style Referencing
- Brief biography (maximum six lines) and author contact details including Author's position, organization, address, telephone, mobile, and email.

Abstracts and Full Papers should be sent via e-mail to:

icrm2013.info@gmail.com

All accepted papers/abstracts will be peer reviewed and will be published in our conference proceedings (unless otherwise requested). Full paper submission guidelines are mentioned in the conference website: www.icrm-iitd.in/

PAPER SUBMISSION GUIDELINES

Upon the acceptance of abstract, candidates will be intimated to submit the registration form along with the full paper/ case study as per the guidelines. Submitted papers/ case studies must NOT have been previously presented, scheduled for presentation, published, accepted for publication and, if under review, must NOT appear in print before the conference dates. Detailed guidelines for submission of full papers/case studies will be intimated to the selected participants. The papers/ case studies will be accepted subjected to the blind review and the changes should be incorporated as per the feedback.

IMPORTANT DATES

Abstract Submission Deadline	October 25th, 2013
Notification to authors	October 31st, 2013
Full Paper Submission	November 10th, 2013
Revision & Author Notification	November 15th, 2013
Revised Paper Submission	November 25th, 2013
Early Bird Registration	November 10th, 2013
Conference Dates	December 21st- 22nd, 2013

Note:- Only papers of participants registered until November 20th, 2013 will be included in the Book of Proceedings that will be distributed at the conference.

PUBLICATION OPPORTUNITIES

All accepted papers/ case studies will be published in the Book of Refereed Conference Proceedings (with an ISBN number). Selected papers will be published in refereed online conference proceedings (with ISSN number) and indexed in SCOPUS Database.