

OVERVIEW

Marketing is at crossroads with the turbulent changes in the global economy driven by unprecedented changes in technology and tectonic shifts in the economic, political, social and physical environments. Marketing is therefore getting reinvented, facing new age customers who are smart, discerning and empowered, exposed to proliferating array of choices and disruptive technologies undermining the power of established brands and traditional channel reach.

The Indian market milieu is also in a state of flux and change: the fast growing middle class consumer market; the upward mobility of social classes; the emerging opportunities at the bottom of pyramid market; the new shopping experience offered by interactive technologies and large format retail institutions- to name a few. This conference "New-Age Marketing" aims to provide a platform for academicians, business managers and research scholars to deliberate on these fundamental changes in the various dimensions of marketing and to develop insights on the emerging issues in the domain of new age marketing theory and practice.

COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY (CUSAT)

CUSAT is ranked one among the top universities in the world by the Times Higher Education (THE) World University Rankings 2016-17, the only University from Kerala to make it to the list. Since its inception in 1971, CUSAT has built a reputation of one of the renowned institutions in the country for academic excellence and value creation. Uncompromised commitment to educational standards has made it one among the 30 MHRD ranked institutions in the country. The University has been re-accredited with "Grade A" by the NAAC in 2016. Courses offered by the University spread across various disciplines of Engineering, Environmental Sciences, Humanities, Law, Marine Sciences, Medical Sciences, Social Sciences, Technology etc. CUSAT also transcends geographic boundaries through successful collaborations with institutions in USA, Europe, Russia, Japan, France and Korea. The university is defined by the motto from the Vedas "Tejasvinavadhi thamastu" which means, may the wisdom accrued deify us both- the teacher and the taught and percolate to the universe in its totality.

SCHOOL OF MANAGEMENT STUDIES (SMS)

SMS, established in 1964 under the Kerala University with an aim to promote Management Education, now carries the saga of Cochin University of Science & Technology. The School carries a distinction of being one of the oldest business schools in the country. It is one among the first five premier management institutions established in the country with Professor Emeritus Padmabushan (Dr.) M. V. Pylee as the Director. Its legacy, now spanning more than fifty years has seen it blossom into one of the most distinctive and respected institutions which has given the field of management numerous outstanding professionals. SMS's motto "Moulding Managers for Mankind" is conceived with the vision that future managers need to be groomed to become principled and socially responsible leaders. Through consistent efforts and up-gradation, SMS remains one of the most sought-after Business Schools in the country. SMS aims at enabling exceptional learning experience to help prepare students with analytical decision-making capabilities that will influence business practices of tomorrow. Variety of conferences and workshops organised by SMS offered immense opportunities for students, research scholars and faculty members to enhance and expand the boundaries of their knowledge. The school is currently headed by **Prof. (Dr.) D. Mavoothu**.



CALL FOR PAPERS

Empirical, conceptual and practitioner oriented contributions in the form of Research Papers, Teaching Cases and Research based Case Study are invited on the following themes:

Themes

- Social media marketing
- Viral marketing
- Mobile and App marketing
- Marketing and Big data
- Marketing accountability
- Social marketing
- Customer experience management
- 360 degree branding
- CRM
- Macro marketing
- Marketing and society
- Indian consumer paradox
- Retailing dynamics
- Green marketing
- Cause marketing
- Neuro marketing
- Any other area related to the theme of the conference

PUBLICATION OPPORTUNITIES FOR THE PAPERS PRESENTED

All the selected conference submissions will be published in a book with ISBN or in a Conference Proceedings

BEST RESEARCH PAPER AWARD

Two Best Research Papers chosen (ranked first and second) will be given a cash award of Rs. 5,000 and Rs. 3,000 respectively, with a Certificate of Appreciation. The decision of the Organising Committee is final in this regard.

IMPORTANT DATES

Abstract Submission	31.12.2017
Full Paper Submission	31.01.2018
Notification of Acceptance	15.02.2018
Last Date for Registration	10.03.2018

DETAILS OF REGISTRATION

Categories	Conference Fee/Person
Industry Persons	Rs.1,500
Academicians	Rs. 1,000
Research Scholars*	Rs. 750

*If employed, will be treated on par with Academics

CONFERENCE FEE PAYMENT (NEFT/IMPS/RTGS)

Beneficiary Name	NCNAM-2018
Bank Account No.	37374224455
Bank Name and Branch	SBI, Cochin University Campus Branch
IFSC Code	SBIN0070235
SWIFT Code	SBININBB

The proof of payment of conference fee must be sent to the conference mail: ncnam2018@gmail.com

SUBMISSION DETAILS

The full paper should be prepared as follows:

1. FIRST PAGE

- Title of the conference submission
- Name and email ID of corresponding author(s)
- Name, Designation and Full address of all authors (with Email and Mob. no.)
- Abstract (100-150 words)
- Key words (Maximum Five)

2. MAIN TEXT

The main text should follow the following sequence:

- Introduction
- Review of Literature
- Need/Importance of the Study
- Research Methodology
- Results/Findings & Discussions
- Acknowledgements (Optional)
- References

The main text should be in 12 point Times New Roman Font, Single spaced and justified.

The paper length should preferably not exceed 6000 words.

3. FIGURES AND TABLES

Figures and Tables should be separately numbered and embedded in the body text.

Titles must be above the table/figure. Sources of data should be mentioned below the table/figure.

4. REFERENCES

Follow APA Style (6th Edition) of Referencing

All conference submissions and communication are to be mailed to ncnam2018@gmail.com

CONFERENCE CHIEF PATRON

Prof. (Dr.) J. Letha, Hon'ble Vice-Chancellor, CUSAT

CONFERENCE PATRON

Prof. (Dr.) P.G Sankaran, Pro-Vice-Chancellor, CUSAT

ORGANISING COMMITTEE

1. Prof. (Dr.) D. Mavoothu (Chairman)
2. Prof. (Dr.) M. Bhasi, Dean of Social Sciences, CUSAT
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7. Dr. Sangeetha K. Prathap, SMS, CUSAT
8. Dr. P.K. Santhosh Kumar, SMS, CUSAT

CONFERENCE CONVENERS

Dr. Santhosh Kumar S.
(Professor, SMS, CUSAT)

Dr. Manoj Edward
(Professor, SMS, CUSAT)

Dr. K.A Zakkariya
(Professor, SMS, CUSAT)

IMPORTANT CONTACTS

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