



## **INTERNATIONAL CONFERENCE ON “MARKETING INNOVATION”**

Organized Jointly by  
Indian Institute of Management Kashipur  
&  
Earl V. Snyder Innovation Management Center  
Whitman School of Management  
Syracuse University, USA

**REGISTER NOW**

**Scheduled on**  
December 16-18, 2023



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# International Conference on “Marketing Innovation”

Indian Institute of Management Kashipur, in collaboration with the Earl V. Snyder Innovation Management Center, Whitman School of Management, Syracuse University, USA, proudly announces an International Conference on ‘Marketing Innovation’ at IIM Kashipur Campus.

## About the Conference

A technology-centric world has spurred rapid changes in different facets of marketing. These changes are happening globally and in emerging economies like India. Further, the different facets of marketing innovation are interconnected.

A proper combination of multiple new product development practices is required to achieve greater overall innovation success. There is a need for an innovation strategy that encourages radical innovation, promotes risk-taking, motivates long-term thinking, and strives for growth. Technological innovation has brought a sweeping transformation to the marketing field, fundamentally reshaping how businesses connect with their target audiences. Recent technological advancements and digital transformations have ushered in a plethora of tools and platforms, empowering marketers to adopt more efficient, creative, and data-driven strategies to achieve their goals. These strategies cover all the four Ps of marketing – product, place, price, and promotion.

Sustainable marketing is a useful way of promoting innovative eco-friendly aspects of products. In this context, corporate social responsibility is becoming an integral component of brand value. Consumer well-being is another pivotal area of interest for marketing researchers and practitioners in emerging economies. As these regions undergo transformative growth, understanding the factors that influence consumer well-being is of utmost importance.

## Key Dates

- Extended abstract (up to 2000 words) submission deadline: October 10th, 2023
- Notification for acceptance of extended abstract : October 30th, 2023
- Early registration deadline : November 15th, 2023
- Conference dates : December 16th - 18th, 2023
- Valedictory and certificate distribution : December 19th Morning, 2023

## Guidelines for Submission

An extended abstract should be submitted at the following on/before 10<sup>th</sup> October 2023.

01

At the time of submission, the paper must not have been accepted for publication in any journal.

02

Extended Abstract should be no more than 2000 words (excluding references, figures, and tables), and should follow APA style referencing.

03

The first page of the manuscript must clearly highlight the author's details, including email and contact numbers.

## Invited Distinguished Speakers

The invitees include distinguished academics in the field of marketing, innovation, and allied areas. They will speak at the event, conduct workshops, and interact with the conference participants.

# Best Paper Award

One paper will be awarded from each of the eight tracks based on the criteria laid out by a panel of experts.

## Conference Registration Fee\*

Category	Participants from India	Participants from Abroad
Faculty and Postdoctoral Researchers	₹ 12000	US \$ 300
Doctoral Scholars	₹ 6000	US \$ 150
Industry Professionals	₹ 15000	US \$ 400

\* Registration fee includes 18% GST and provides participation on all days of the conference, conference kit, refreshment and lunch during conference days, networking opportunity during welcome and gala dinner, certificate of participation, and travel(safari) to Jim Corbett National Park (Ramnagar). IIM Kashipur will make complimentary boarding and lodging arrangement for all the conference participants from December 16th noon to December 19th noon (three days) in select hotels in Kashipur city.

## Conference Committee

Prof Kulbhushan Balooni, Director, IIM Kashipur: Patron

Prof S. P. Raj, Center Director – Earl V. Snyder Center, Syracuse University, USA: Patron

Prof Somnath Chakrabarti, IIM Kashipur: Conference Chair

Prof Deepak Verma, IIM Kashipur: Conference Program Committee Member

Prof Gargi Rawat, IIM Kashipur: Conference Program Committee Member

Prof Kumkum Bharti, IIM Kashipur: Conference Program Committee Member

Prof Madhurima Deb, IIM Kashipur: Conference Program Committee Member

Prof Mala Srivastava, IIM Kashipur: Conference Program Committee Member

Prof Preeti Narwal, IIM Kashipur: Conference Program Committee Member

Prof Shivam Rai, IIM Kashipur: Conference Program Committee Member

Prof Shobha Tewari, IIM Kashipur: Conference Program Committee Member

Prof Utkarsh, IIM Kashipur: Conference Program Committee Member

# Conference Submissions

The conference invites extended abstracts under the following tracks:

**Sustainability  
& Marketing**

**Innovation  
in Pricing**

**Innovation in  
Consumer  
Experiences**

**Consumer Well-being in  
Emerging Markets Marketing**

**Product Development &  
Marketing Strategy**

**Technological  
Innovation in Marketing**

**Negative Events in Marketing:  
Role of Digital Media**

**Innovative and Emerging Trends in Consumer Behavior,  
Advertising, and Branding**

Please join us for this intellectually stimulating, engaging, and enjoyable 2023 Marketing Innovation conference!



 Indian Institute of Management  
Kashipur Kundeshwari,  
Kashipur-244713 Uttarakhand,  
India

# 2023



- i. [Link for conference documents](#)
- ii. [Link for registration](#)
- iii. [Link for payment](#)



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Mr. Ram Mohan Gupta (Administrative Executive)  
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