



INTERNATIONAL SCHOOL OF BUSINESS & MEDIA
ISB&M | PUNE-BANGALORE-KOLKATA

**INTERNATIONAL
CONFERENCE ON
MARKETING
INNOVATION &
ANALYTICS
(ICMIA'23)**



15th-16th December 2023

International School of Business & Media

ISB&M, founded in the year 2000 by esteemed Prof. (Dr.) Pramod Kumar (Ph.D. IIT Bombay, Prof., XLRI and ex-Director, SIBM), has established itself as a beacon of wisdom and excellence in over two decades. Through Dr. Kumar's transformative leadership and vision for unmatched quality, ISB&M has risen to become one of the top management schools in India (top 2% media ranking - TOI). ISB&M group also has Engineering & and BBA programmes affiliated to Pune University.

ISB&M is unwaveringly committed to its mission of developing dynamic professionals who lead in a changing global business environment. Over 10,000 accomplished alumni working across the globe in leadership roles with the companies like Google, Apple, Goldman Sachs, Microsoft, L'Oréal, and other equally renowned organizations. ISB&M alumni work in 36 countries - large number in US, Canada, UK, Europe, Singapore and Dubai.

ISB&M, Pune has garnered significant recognition in the field of education. In the 2023 Times B School Ranking by TOI, it secured the 2nd position among Pune's top private institutes and ranked 3rd in the Top 20 West Zone B Schools category. Furthermore, the institute was honored with the 4th place in the CSR-GHRDC B-Schools Survey for Top B-Schools of Super Excellence.

ISB&M has forged strategic partnerships for students and faculty exchange, research collaboration and joint programmes with California State Polytechnic University, Pomona, USA, and with the International Association CTIF in Denmark to enrich its engineering education programs. The institute exhibits a strong commitment to nurturing academic research and facilitating meaningful industry interaction through research conferences, Faculty Development Programs (FDP), and Management Development Programs (MDP).

About the Conference

International Conference on Marketing Innovation & Analytics' (ICMIA 2023) is being organized by International School of Business and Media (ISB&M). The conference will feature research paper presentations keynote speeches, panel discussions, poster presentations and networking sessions.

ISB&M invites all academicians, researcher scholars and industry professionals for participation at the conference.

Conference Theme: Marketing Innovation & Analytics

Marketing Innovation & Analytics is at the forefront of redefining the foundational principles of marketing. The International Conference delves into the profound impact of innovation and analytics on the future of marketing.

Conference Sub-Themes

Track 1: Digital Marketing, Analytics and Technology in Marketing

The rise of digital media has transformed marketing, driven by technological innovations. Marketers now utilize diverse, data-driven tools to connect with their audiences efficiently. This track explores research on digital media's impact on marketing strategies.

- Social Media Marketing
- Influencer Marketing
- Marketing in Metaverse
- AI/ML Marketing
- AR/VR Marketing
- Data – Driven Marketing
- Marketing of Cloud Services
- Marketing Innovation

Track 2: Emerging Trends

In today's business landscape, marketing strategies are continually influenced by emerging trends. This track explores the research in the area of emerging trends and their impact on the field of marketing.

- Consumer Behaviour
- Brand Marketing
- Sales and Distribution
- B2B Marketing
- Sustainability Marketing
- Green marketing
- Ethical Marketing
- Crisis Marketing
- Tourism Marketing
- E-commerce and Retail
- Luxury Marketing
- Services Marketing

Track 3: Innovation in Marketing

This track explores insights into harnessing innovation to drive responsible production, new product development practices, consumer well-being.

- Consumer Behaviour
- E-commerce and Retail
- Neuro Marketing
- Services Marketing

Track 4: Practitioner Track

Papers that are relevant to any of the below Tracks, but with a Practitioner focus.

Guidelines for Submission:

Originality: Papers must describe original research that has not been published or submitted for publication elsewhere.

Format: Papers must be formatted according to the following guidelines:

Abstract: Not more than 500 words along with Title of the paper/proposal, Author name(s), Designation, Institutional affiliation(s), Email IDs, Contact number.

Please indicate the relevant themes for your abstract from the conference tracks.

Abstracts will be accepted till 25th November 2023.

Full Paper Submissions: All full papers should include the title page, abstract and the main text including figures, tables, and APA-style references. Total word count for full manuscripts to be within 8,000 words maximum.

Formatting guidelines:

Title: Bold Type

Font: Times New Roman

Font size: 12 Points

Line spacing: Double Spacing

Margins: One inch on all four sides

Submission: All submissions must be communicated/sent to icmia@isbm.ac.in

The abstract/ full paper should be submitted in MS Word (.doc or .docx) document.

Review: All papers will undergo a double-blind peer review process. Please note that the ICMIA-2023 reserves the right to reject any paper that does not meet the submission guidelines.



Conference Highlights

- Expert Keynote Speakers
- Cutting-Edge Research Presentations
- Expert Industry Insights
- Thought-Provoking Panel Discussions
- Networking Opportunities with acclaimed researchers
- Assistance for top-tier journal publications
- Certificate for Paper Presentation offered by ISB&M, Pune

Important Dates:

Last Date for Extended Abstract	November 25, 2023
Acceptance Intimation	November 30, 2023
Registration Deadline	December 08, 2023
Conference Dates	December 15th - 16th, 2023



HR Share 2023
Inauguration Guests:
Ringo Rajagopal, CEO, uMobi Solutions Corporation, USA
Madhavi Lall, Managing Director, Head HR, Deutsche Bank

FDP 2023
Led by Prof. Dr. Ramadhar Singh
Former Professor
National University of Singapore
&
IIM Ahmedabad



VENUE

Conference will be conducted in the International School of Business & Media Auditorium, Pune.

PUBLICATION OPPORTUNITIES

Papers will be considered for publication in the regular/ special issues of the following journals:

- American Business Review (ABDC – A; SCOPUS Indexed)
- Asian Business & Management (ABDC – B; SCOPUS Indexed)
- Global Business Review (ABDC – C; SCOPUS Indexed)

Publication, submission, review, and processing will strictly adhere to the norms of publishing journals.

BEST PAPER AWARD

- **First prize: Rs 20,000/-**
- **Second prize: Rs 15,000/-**
- **Third prize: Rs 10,000/-**
- **Student Award: Rs 5,000/-**

Registration charges for Members presenting papers;

- Faculty and Research Scholars- Rs 1,000/-
- Students- Rs 500/-
- Corporates- Rs 2,000/-
- International Delegates- \$50

Registration fees include conference kit, lunch, and presentation certificate.

Scan to
Register & Pay



Registration charges for Conference attendees - Rs 200/-

Participation certificates will be given to the attendees.

Registration Process

1. Scan the QR code to make the registration & and payment form.
2. Fill in all the details.
3. In the events field in the form, select the appropriate option for International Marketing Conference.
4. Click on Register & Pay button.

For more information visit: <https://www.isbmedu.com/events/>

IMPORTANT INFORMATION FOR THE CO-AUTHORS

- Please note a single registration permits only one person to attend the conference.
- If the co-authors would like to attend the conference their registration and payment are required to be made independently.
- The certificate will be issued for the co-authors upon their registration/payment for the conference.
- Please make prior communications with the organizing committee regards to this matter to enjoy the benefit of the discount.

ORGANISING COMMITTEE

Chief Patron: Dr. Pramod Kumar, Founder President, ISB&M Pune

Conference Convener: Dr. Shubham Saxena

Conference Co-convener: Dr. Abhishek Sinha

Conference Co-convener: Dr. Priyanka Tripathy

Conference Program Committee Members

Prof. Ajay Ramdasi

Prof. Apurva Singhai

Prof. Kanchan Pantvaidya

Mr. Ajaya K. Nayak

Mr. Ashish Kumar

Advisory Board

Dr. Veerendra Rai, Director, ISB&M Pune

Prof. Navin Verma, Academic Chair, ISB&M Pune

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