One-Day National Conference on Insights in Marketing (NCIM)

Date: 6th February, 2016

"Marketing: Rethink, Reinvent & Reskill"

Venue:
Rajagiri Centre for Business Studies,
Rajagiri Valley Campus, Kakkanad, Cochin

Conference Website: http://rcbs.rajagiri.edu/conferences/
Conference Email: ncim@rajagiri.edu
The Rajagiri Institutions is managed by the Carmelites of Mary Immaculate (CMI) congregation, the first indigenous religious congregation for men in India. The vision of the CMIs of the Sacred Heart Province, Kochi to establish a centre of excellence in the field of higher education bore fruit in the form of Department of Social Work at Sacred Heart College, Thevara, Kochi in 1955 which was shifted to the Hill Campus in Kalamassery, Kochi in 1967. In 1980, the Department was elevated as an independent college that came to be known as Rajagiri College of Social Sciences (RCSS). In the year 1995, the Master of Business Administration (M.B.A.) programme was offered with affiliation to the Mahatma Gandhi University, Kottayam. Rajagiri College of Social Sciences has been granted autonomous status by University Grants Commission (UGC) in 2014.

Rajagiri Centre for Business Studies

Rajagiri Centre for Business Studies has under its umbrella Rajagiri School of Management of Rajagiri College of Social Sciences(Autonomous) offering MBA and MHRM programmes, Rajagiri Business School offering the PGDM programme and Rajagiri International Institute for Education and Research offering International Management Programme (Twinning MBA). The PGDM programme at RCBS is recognized by the All India Council for Technical Education (AICTE) and has been recognized as equivalent of MBA degree of an Indian University by Association of Indian Universities (AIU) in 2012. The education at RCBS goes beyond academics and concentrates on the holistic development of the students. RCBS believes in continually raising its bar and is relentless in pursuit of excellence by nurturing management professionals with exceptional creative ability and social sensitivity. RCBS prepares students to manage and to lead dynamic business situations by providing a challenging environment, which helps them to learn, grow, lead and inspire others. The academic rigor and the application oriented learning makes RCBS a unique experience for students and members of the faculty. After the RCBS experience, life is never the same, a fact our alumni vouch for.

Call for Submissions

You are invited to participate and/or present your work in the “National Conference on Insights in Marketing (NCIM)” organized by Rajagiri Centre for Business Studies on Saturday 6th Feb, 2016. This conference is hosted at the valley campus in Kakkad.

Objective

To facilitate research based marketing knowledge creation and dissemination among academicians and practitioners.

Conference Theme

The theme of the conference is “Marketing Rethink, Reinvent & Reskill”.

In the pre-internet era, salesmen made vital relationships that either made or destroyed the company, but today successful companies have started tracing the digital body language of the buyer in their efforts to build customer relationships and partnerships. The integration of technologies like marketing automation, business intelligence databases, CRM systems, and other similar analytical tools enable marketers to read the buyers’ digital body language, for creating high value products and also promoting specialized themes that touches one’s individual self-concept. The technology enabled consumer mapping trends have in turn created many internal structural changes within organizations including the demand for an appropriate marketing employee-mix who are both right and left brain centric marketing professionals, who re-think and act differently, for the benefit of the individual consumer. To put things in perspective, modern corporations use powerful and smart technologies for directly interacting with customers, capturing decisive information and in turn using this information to provide the customers with specialized offerings, for an enhanced value creation frontier. However, there are many more firms which are still traditionally managed, as if it were in an era of mass markets, mass media & impersonal transactions trying to just sell products using the concepts of mass production and essential differentiation, thereby failing to attract and retain potential customers who could deliver high life time value. Long term value creation is an outcome, made possible through strategic marketing decisions which include elements like insight driven product innovation, and co-creating products with consumers, after in-stilling the much needed necessary valour. A sustainable strategic decision demands companies to also change its systems and structure across the organization in general and specifically reinventing the marketing department as well.

In the present scenario of fierce competition marketing departments are adapting to these irreversible changes using information technology as an enabler. The conference theme also highlights the growing importance of reskilling marketing managers for them to functionally adapt to formulate and implement marketing strategies for long term growth and sustainability.

Sub-themes & Tracks

Contributions are invited in the following areas but not limited to:

- Consumer Behavior
- Social Media Marketing
- Strategies for harnessing the potential at the Bottom of the Pyramid
- Health Care Marketing
- Strategic Marketing
- Marketing Research
- Customer Relationship
- Marketing Communication
- Marketing of Services
- Retailing
- Psychology & Marketing
- B to B Marketing
- Customer Experience Management
Guidelines for Abstract Submission

Selection of papers for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted in MS word or pdf format using the online submission system at the http://rcbs.rajagiri.edu/conferences/. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following:

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<th>250 words excluding title/cover page and references</th>
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<td>Key words</td>
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No author information should appear on any page of the Structured Abstract, as abstracts will be double-blind reviewed. Mention the Paper Type (viz., Research Paper, Conceptual Paper, Case Study, Literature Review, General Review) on the top of the Structured Abstract. Structured Abstracts will be evaluated through a blind review process and authors will be notified of acceptance/rejection on 21st September, 2015. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. In case the author experiences any difficulty with EasyChair submission, kindly contact us: ncim@rajagiri.edu

Guidelines for Submission of Selected Papers

Authors of accepted Abstracts (Full Paper or Work-in-Progress or Extended Abstract) shall prepare the final paper or Extended Abstract. Authors submitting Full Paper/ WIP should submit full paper in PDF format for review during 22nd September 2015 – 15th January 2016. The Full paper/WIP should be submitted in word or pdf format using the online submission system at the http://rcbs.rajagiri.edu/conferences/. Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They should adhere to the following:

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<td>Synopsis</td>
<td>Not more than 200 words</td>
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Publication / Criteria for review and evaluation

Selected papers of this conference will be considered for publication in the Rajagiri Management Journal, subject to editorial & review process.

Relevance: Does the subject of the paper appeal to the interests of the Conference attendees?

Applicability: Does the paper bridge the gap between theory and practice?

Credibility: Does the paper present credible and accurate information?

Methodology: Does the paper use sound and appropriate method(s)?

Organization: Does the paper follow a definite direction and clear Organization?

Originality: Does the paper add new findings, insights, or knowledge to the body of literature?

Research: Does the paper compare and weigh the material against the work of others?

Conclusions: Is the conclusions sound and justified?

Managerial Implications: Are the managerial relevance and implications of the decision problem demonstrated?

Format: Are the abstract and the paper as per the guidelines for submission?

References: Are the references adequate?

Important Dates

- Last date for abstract submission: 15th September, 2015
- Notification of acceptance of the abstract: 21st September, 2015
- Commencement of registration: 22nd September, 2015
- Submission of full papers: 7th December, 2015
- Notification of acceptance of full papers: 15th December, 2015
- Last date for early bird registration: 19th December, 2015
- Submission of corrected full papers: 11th January, 2016
- Last date for regular registration fees: 15th January, 2016
- Submission of presentation in PPT format: 21st January, 2016
- Conference date: 6th February, 2016
Registration & Submission of Presentation in PPT format

Authors can register for the conference by paying prescribed fee once their abstracts are accepted. Delegates can also register for attending the conference. Conference fee includes registration, participant kit, lunch and snacks. Registration forms can be downloaded from the conference website [http://www.rcbs.rajagiri.edu/conferences/](http://www.rcbs.rajagiri.edu/conferences/). Please refer the section 'Registration Fee' to know about registration fee for various participation categories. Registration Fee can be paid through Demand Draft (or at par cheque, payable at Ernakulam), favoring Rajagiri College of Social Sciences. Conference registration opens on 22nd September 2015 and will be open till 15th Jan 2016. In case paper is not accepted for presentation in the conference and any registration fee, if paid will be reimbursed on or before 31st March 2016.

(Address for sending the DD/Cheque through speed post only: Dr. Bejoy John Thomas, Rajagiri Centre for Business Studies, Rajagiri Valley, P.O., Kakkanad, Kochi-682039)

Authors attending conference to present their paper should prepare their presentation in advance using MS PowerPoint and e-mail the same to ncim@rajagiri.edu. PPTs should reach latest by 21st Jan 2016.

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<th>Full Paper</th>
<th>WIP/Extended Abstracts</th>
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<td>Academic</td>
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<td>Non Academic</td>
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* Conference Fee includes Registration, Participation Kit, Lunch and Snacks
** Early Bird Offer – A waiver of 1000

Conference Coordination Committee

The members of the marketing domain at Rajagiri Centre for Business Studies will be coordinating the conference.

Dr Joji Alex N - jojialex@rajagiri.edu
Dr Bejoy John Thomas (Conference Coordinator) - bejoy@rajagiri.edu
Dr Smitha Siji - smitha@rajagiri.edu
Prof Harish B - harish@rajagiri.edu
Prof Jose Pius - josepius@rajagiri.edu

Hospitality

Accommodation can be arranged in nearby hotels based on the request made by the participants. The hotel tariff needs to be borne by the participants/presenters. The request can be made in the registration form or can be intimated through e-mail to ncim@rajagiri.edu

About Cochin

Kochi also known as Cochin, is a major port city on the south west coast of India by the Laccadive Sea and is part of the district of Ernakulam in the state of Kerala. Kochi is often called Ernakulam, which refers to the mainland part of the city. The corporation of Kochi (pop. 601,574) is the second largest city and is part of an extended metropolitan region (pop. 2.1 million), which is the largest urban agglomeration in Kerala. Kochi city is also a part of the Greater Cochin region and is classified as a Tier-II city by the Government of India. Kochi was one of the 28 Indian cities found to be among the emerging 440 global cities that will contribute 50% of the world GDP by the year 2025, in a study done by McKinsey Global Institute.

How to Reach Cochin

The Cochin International Airport is well connected to major cities all across India and the world. From the airport, the main city centre is about 29 kilometres away. Buses, taxis, cabs, and trains can be used for the purpose of reaching the requisite destination from the airport. Cochin has a strong network of Kerala State Road Transport Corporation (KSRTC) bus services that connects it to all the major cities in Kerala and with some of the major cities in Tamil Nadu and Karnataka. Air-conditioned deluxe Volvo bus services are available from Cochin to cities such as Hyderabad, Mumbai, Chennai, Bangalore and Trivandrum. Cochin is well connected to all the major railway stations in India. Most of the Kerala bound trains have a stop at either of the two railway stations in Cochin – Ernakulam Town Station and Ernakulam Junction Station. From the railway station, one can board a bus, a taxi or a cab to reach the required destination in Cochin.