National Conference on Insights in Marketing 2018
Conducted by Rajagiri Centre for Business Studies
On 2\textsuperscript{nd} & 3\textsuperscript{rd} February 2018
Marketing thought and practice has evolved over the past 100 years from a philosophy of taking things to market to a philosophy of marketing to customers and, increasingly today, to a philosophy of marketing with customers. Today, the world is witnessing an unprecedented change in the way information has been consumed, shared and stored. This has become even faster with the advent of smart phones and new media. These technologies have influenced consumer behavior and consumer’s path to purchase. With the challenges presented by new media, shifting media patterns, and divided consumer attention, the optimal integration of marketing communications takes on increasing importance.

Today, the market place has changed and the marketers cannot go by its older definition. Competition in market place is no more demarcated by its geographical boundaries. This situation invites both opportunities and challenges to a market place. Even though, market has become boundary less, marketers still have to achieve tangible outcomes. When competition attacks a brand from multiple dimensions, promotion and advertising have become even more challenging. What would click is a big question keep arising among decision makers. In the second half of the last decade, market witnessed quite a lot of acquisitions of smaller or local brands by global market leaders. But now, with the new world order of deglobalization and nationalist movements, market is witnessing local brands gaining ground and even sending global players back home. In India, the financial reforms such as demonetization and GST have dislodged the seamless operation of retailing. Marketers are working hard to build customer confidence which is immensely lost by abrupt price hikes and stock outs.

In this context of changing times, it is imperative to conduct market research to create new knowledge which can give directions to face new marketing challenges. Brands which are operating on old marketing techniques are feeling head winds and their limited research which are conducted to achieve organizational specific targets lack visibility beyond the same. This situation is demanding academicians to contribute to the marketing practice and thoughts. Hence, to set up a platform for professors, researchers and students to present and discuss their research findings, Rajagiri is conducting “National Conference on Insights in Marketing “ with the theme “Marketing in changing times”. We invite papers and case studies matching to the following subthemes,

Sub themes
Contributions are invited in the following area but not limited to:

- Insight driven Marketing
- Digital Marketing
- Social media Marketing
- Mobile Marketing
- E commerce
- Retailing
- Branding
- Causal Marketing
- Ethical issues in Marketing

Pre-Conference Workshop (on 2nd February 2018)

World over, Research and Publication forms a very important component in the job profile of academicians. It is the responsibility of academicians to contribute to the body of existing knowledge and one way to do that is by conducting research. Academic bodies like UGC, AICTE etc. provide funds in order to aid academicians in their pursuit of research. The results of such research if not published will not be disseminated to the outer world. Thus it is equally important to publish the findings of such research work.
The dilemma faced by most researchers is how to convert their work into meaningful articles which will be acceptable to reputed journals for publication. Publishing articles in accredited journals continue to be a daunting task for many academics. In order to aid this endeavor, we at Rajagiri College of Social Sciences are organizing a one day workshop on ‘How to write a research article’. The resource person is Dr. Mathew J Manimala, Professor at IIM-B. We invite all fellow academicians and research scholars to attend this workshop on 2nd February 2018 and get benefited.

Profile of the resource person

Dr Mathew J Manimala is a Professor of Organizational Behaviour and Chairperson of the OB&HR area at the Indian Institute of Management Bangalore (IIMB). Prior to joining IIMB, he has served as Senior Member of Faculty and Chairman, Human Resources Area, at the Administrative Staff College of India (ASCI), Hyderabad. Professor Manimala obtained MBA degree from the University of Cochin, MBSc degree from the University of Manchester and the Fellow in Management (doctoral degree) from Indian Institute of Management, Ahmedabad (IIMA). He has received several academic honours including a Certificate of Distinction for Outstanding Research in the Field of New Enterprise Development from the Academy of Management. He has been awarded research fellowships by prestigious international agencies such as the European Foundation for Management Development (for a research fellowship at Manchester Business School, Manchester, UK: 1990-91) and the Shastri Indo-Canadian Institute (for a research fellowship at the University of Calgary, Canada: 1998-99).

About Rajagiri Centre for Business Studies (RCBS)

Ministry of Human Resource Development, Gov. of India ranked Rajagiri as the 25th best college in India. MBA, MHRM and PGDM programmes in Rajagiri are accredited by ACBSP, USA since 2016. The Rajagiri Institutions are managed by the Carmelites of Mary Immaculate (CMI) congregation, the first indigenous religious congregation for men in India. In 1980, Rajagiri College of Social Sciences (RCSS) was founded by the CMIs of the Sacred Heart Province, Kochi to establish a centre of excellence in the field of higher education. Rajagiri Centre for Business Studies which offer higher education in business and management domains 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.
Guidelines for abstract submission

Selection of papers/cases for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted in MS word or pdf format to ncim2018@gmail.com. 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:

Length : 250 words excluding title/cover page and references
Margins : 2.5 cm or 1 inch
Font : Times New Roman, 12 point
Spacing : 1.5
Title page : Title, Author(s), Affiliation(s), Contact Details
Key words : Four

Guidelines for submission of selected papers

Authors of accepted Abstracts (Full Paper (or) Work-in-Progress (or) Extended Abstract) shall prepare the final paper/case or Extended Abstract. Authors submitting Full Paper/ WIP should submit full paper in PDF format for review during 22nd October 2017 – 17th January 2018. The Full paper / WIP should be submitted in word or pdf format to the email id ncim2018@gmail.com. Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They should adhere to the following:

Maximum Length : Maximum length of full paper can be 20 pages including data sheets, annexures, etc.
Margins : 2.5 cm or 1 inch
Font : Times New Roman, 12 point
Spacing : 1.5
Title page : Title, Author(s), Affiliation(s), Contact Details
Synopsis : Not more than 200 words
Key words : Maximum Four

Selected papers of this conference will be considered for publication in the Rajagiri Management Journal, subject to editorial & review process. Rajagiri Management Journal is UGC listed and indexed in EBSCO.

Publication criteria for review and evaluation

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<tr>
<th>Criteria</th>
<th>Evaluation</th>
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<tbody>
<tr>
<td>Relevance</td>
<td>Does the subject of the paper appeal to the interests of the Conference attendees?</td>
</tr>
<tr>
<td>Originality</td>
<td>Does the paper add new findings, insights, or knowledge to the body of literature?</td>
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<tr>
<td>Applicability</td>
<td>Does the paper bridge the gap between theory and practice?</td>
</tr>
<tr>
<td>Research</td>
<td>Does the paper compare and weigh the material against the work of others?</td>
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<tr>
<td>Credibility</td>
<td>Does the paper present credible and accurate information?</td>
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<tr>
<td>Conclusions</td>
<td>Is the conclusions sound and justified?</td>
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<tr>
<td>Methodology</td>
<td>Does the paper use sound and appropriate method(s)?</td>
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<tr>
<td>Implications</td>
<td>Are the managerial relevance and implications of the decision problem demonstrated?</td>
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<tr>
<td>Organization</td>
<td>Does the paper follow a definite direction and clear Organization?</td>
</tr>
<tr>
<td>Format</td>
<td>Are the abstract and the paper as per the guidelines for submission?</td>
</tr>
<tr>
<td>References</td>
<td>Are the references adequate?</td>
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Important Dates

Last date of Abstract Submission........21st October 2017
Notification of Acceptance..................22nd October 2017
Commencement of registration........... 22nd October 2017
Submission of Full Paper.................... 07th December 2017
Notification of Acceptance...................15th December 2017
Submission of corrected paper.............11th January 2018
Last date for regular registration...........17th January 2018
Submission of PPts...........................26th January 2018
Conference Date...............................2nd & 03rd February 2018

Registration Fee

<table>
<thead>
<tr>
<th>Category</th>
<th>Conference (on 3rd Feb)</th>
<th>Conference &amp; Workshop (2nd &amp; 3rd)</th>
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<tbody>
<tr>
<td>Research scholars/Students</td>
<td>Rs. 500 /-</td>
<td>Rs. 750 /-</td>
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<tr>
<td>Faculty</td>
<td>Rs. 750 /-</td>
<td>Rs. 1000 /-</td>
</tr>
<tr>
<td>Corporates</td>
<td>Rs. 1000 /-</td>
<td>Rs. 1500 /-</td>
</tr>
</tbody>
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Registration

Authors can register for the conference by paying prescribed fee once their abstracts are accepted. Delegates can also register for attending the conference without presenting a paper. Conference fee includes registration, participant kit, lunch and snacks. 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 Ernakulum), favoring Rajagiri Business School. Conference registration opens on 22nd October 2017 and will be open till 17th Jan 2018.

Please fill the registration form with the payment details in the conference webpage:

http://rcbs.rajagiri.edu/Academics/Researches/details/NCIM

Address for sending DD

The Principal,
Rajagiri Business School,
Rajagiri Valley .P.O.,
Kakkanad, Kochi-682039

Account details for electronic payment

Account Name: Rajagiri Business School
Account No: 0587053000001922
IFSC Code: SIBL0000587
Bank & branch: The South Indian Bank Limited, Rajagiri Valley Branch, Kakkanad
Beneficiary Reference: <Your Full Name >
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 ncim2018@gmail.com

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.

Co-ordination Committee

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91 - 484 - 2426578
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