



NATIONAL CONFERENCE ON MARKETING IN THE 21ST CENTURY: CONTRIBUTING TOWARDS A BETTER WORLD

Conducted by

Rajagiri College of Social Sciences (Autonomous)

&

Rajagiri Business School

On

1 & 2 February 2019





About the Conference

Marketing as a business activity has been defined variously by various marketing scholars (see Hunt, 1976, Kotler, 2011) and by various Marketing Associations. However, all the different definitions reflect a common theme of marketing as a process and an activity. Marketing as a business activity is dynamic and has evolved over the years to address business and consumer needs of the period. Marketing in the 21st Century is certainly different from marketing in the 19th or even the 20th century, and one can say with a high level of certainty that marketing one hundred years from now will be different from marketing of today.

Marketing has the power to improve lives, sustain livelihoods, strengthen societies, and benefit the world at large. At the same time, marketing can have a dark side—it has the power to hurt consumers, employees, communities, markets, institutions, and the environment that surrounds us.

“Better marketing” includes a wide variety of approaches, activities, and systems. It is not restricted solely to the actions of marketing managers within commercial firms. Studies that involve marketing by organizations or individuals for whom profit is not a primary motive (e.g., NGOs, governments, activists, or charitable organizations) are welcome.

One billion people globally entered the 21st century being unable to read or write and 80% live on less than \$10/day according to recent statistics on poverty. According to, Dr. Philip Kotler, often called the Godfather of Marketing Management, reminded scholars from across the globe of the unique power that marketers have in serving consumers. Dr. Kotler talked about the nobility of a profession that seeks to deeply understand consumers and works every day to solve their significant problems. No other function in the firm can have such an important and life-changing impact on the globe’s consumers.

The focus of this conference is on “marketing contribution towards the better world” emphasizes on the issues of ‘understanding complexity’ and ‘transforming the marketplace’ and underscores the importance of unpacking emergent marketing processes by a close examination of their complexity and identification of ways to transform the marketplace into a better world. To that end, creative applications and development of new methods and theories are welcome. Thus, the conference is interested in papers that deal with, but are not limited to topics such as:

- Marketing for Children, Elderly and Bottom-of the –Pyramid
- Marketing for Not-for-Profit Sector
- Marketing in the Digital Era
- Marketing, Consumption and Spirituality
- Marketing for emerging tourist destinations



- Innovations and creativity in Marketing
- Sustainability, Ethics and Corporate Social Responsibility in Marketing
- Marketing in Higher Education
- Marketing in Politics
- Marketing for Entrepreneurs
- Sports Marketing
- Healthcare Marketing
- Marketing in the Field of Entertainment

Pre -Conference Workshop (on 1st February 2019)

Workshop Objectives

The objective of this workshop are:

- To provide a comprehensive over view of qualitative research framework and nuances of designing studies using qualitative methods
- To acquire expertise in identifying appropriate qualitative tools for different types of research objectives

Course Content

- Why Qualitative Research Approach
- Uses of qualitative research
- Differences qualitative and quantitative approach
- Types of qualitative research methods - In-depth interviews, Focus Group Discussion
- Transcription of qualitative data
- Analysis of Qualitative Data coding, memos, relationship
- Reporting and presentation of qualitative findings





Workshop Dynamics

Basic understanding of the concept of qualitative research methodology is necessary to appreciate the program. Hence, the workshop will start with some theoretical input sessions so as to help the participants to brush the knowledge in basic research methods. These sessions will be followed by software enabled practical training with demonstration. Thus both theoretical and practical sessions will be arranged so that the participants could understand, appreciate and able to meaningfully interpret the output.

Profile of the Resource Persons



Dr Aby Abraham is a Professor of Marketing at Rajagiri College of Social Sciences. He did his doctoral research at XLRI. He looks for ‘meanings of possessions’, leading to the process of meaning making. Thus, his area of interest covers semiotics to social anthropology in consumer behavior side of marketing. The cultural changes due to social class change, impact of technology, and media, do change consumer’s taste, and the resultant possessions and meanings derived; thus making it imperative to understand the process and direction. Country of Origin effects and entry strategies to culturally diverse markets are also of interest. Prior to his doctoral research

he had 23 years of professional experience, starting as an engineer on the shop floor to Area Manager to Regional Contracts Man-ager to Heading Country Operations, with various International firms; like Lloyd’s Register, ABS Group, Bureau Veritas, Velosi etc. This enabled him to have a broad view of real life business scenarios that is useful in understanding ground realities. He taught as an adjunct faculty at Business Administration Department of Dubai University College, ICFAI, Dubai campus, AIT, Dubai and as TA at XLR

Guidelines for Abstract Submission

Selection of papers/cases for presentation will be based on structured abstracts not exceeding 500 words. The abstract should be submitted in MS word or pdf format to ncim@rajagiri.edu. 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:	500 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-Six



Paper Submission Guidelines

Papers must be entirely original & not previously published elsewhere or under consideration.

Every author is to note the following guidelines in relation to the formatting:

- Paper Size: A4 (21cm x 29.7cm) with a 2.54cm margin all around
- Font: Times New Roman, size 12, headings can be in bold but no underlining please
- Paragraph Format: Papers should be fully justified with single line spacing
- Title Page: To contain the following information:
 - Paper Title: No more than 85 characters including spaces – centred, 12pt Times New Roman, bold and in title case i.e. capitals for first letter of main words. All papers should have a clear, concise title; the contribution of a paper should be evident from the title. The title should be no longer than 10 words.
 - Keywords: Up to six key words for indexing, cataloguing and classification – centred 12-pt
 - Do not include any author information
- Abstract: Maximum 500 words, using the headings given in your original abstract – justified, 12pt Times New Roman
- Main Text: Maximum 6,000 words for papers and cases, excluding tables, figures & references – single spaced, fully justified, 12pt Times New Roman
- Pages: Title and abstract page, full text, tables, figures, references etc., all to fit on 20 pages maximum
- Subtitles: Left aligned in Times New Roman bold
- Page Numbering: Right aligned in footer, in Times New Roman 9pt font
- Citation and Referencing: APA Style, in 12pt Times New Roman font. References should be listed in full at the end of the paper in alphabetical order.
- Authors submitting Full Paper/ WIP should submit full paper in PDF format for review during 12th January 2019 – 20th January 2019. The Full paper / WIP should be submitted in word or pdf format to the email id ncim@rajagiri.edu

All accepted papers will be published in the edited book published by the Lambert Academic Publishing with ISBN number. We will submit the proceedings to be indexed in the, SCOPUS and Google scholar for possible Indexing.



Important Dates

Last date of Abstract Submission:	12 th January 2019
Notification of Acceptance:	2 nd January 2019
Commencement of registration:	21 st December 2018
Submission of Full Paper:	12 th January 2019
Notification of Acceptance:	15 th January 2019
Last date early bird registration:	19 th January 2019
Submission of corrected paper:	27 th January 2019
Last date for regular registration:	30 th January 2019
Submission of PPTs:	28 th January 2019
Conference Date:	1 st & 2 nd February 2019

Registration Fee

Category	Conference (on 2 nd Feb)	Conference & Workshop (1 st & 2 nd Feb)
Research scholars/Students	Rs. 500 /-	Rs. 750 /-
Faculty	Rs. 750 /-	Rs. 1000 /-
Corporates	Rs. 1000 /-	Rs. 1500 /-

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 21st December 2018 and will be open till 17th Jan 2019.

Address for sending DD

The Executive Director,
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 >



About Rajagiri

Drawing inspiration from the founder, St. Kuriakose Elias Chavara, a great visionary, reformer and religious leader of the 19th century, the Carmelites of Mary Immaculate (CMI), the first indigenous religious congregation for men in India, dedicated themselves to education at all levels. At present, their mission of education comprises a vast network of 448 institutions - including over 200 schools, 14 university affiliated colleges, 1 engineering college, 12 technical institutes, 1 university, 2 medical colleges, 3 B.Ed. colleges, 5 special schools, 18 non-formal educational institutions and 17 cultural centres spread all over India and beyond.

Rajagiri College of Social Sciences (Rajagiri) was established as a result of the indefatigable industry and foresight of the CMI. The School of Social Work is one of the pioneering institutions in South India, establishing programmes and setting the standards for the field. The School of Computer Science and the School of Library and Information Science maintain the axiomatic spirit of Rajagiri - 'Relentlessly Towards Excellence'. Rajagiri School of Management of Rajagiri College of Social Sciences (Autonomous) offering MBA and MHRM programmes. 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 2015.

Rajagiri Business School offers PGDM programme and Rajagiri International Institute for Education and Research offers International Management Programme (Twinning MBA). The PGDM programme at RBS 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 Rajagiri goes beyond academics and concentrates on the holistic development of the students. Rajagiri believes in continually raising its bar and is relentless in pursuit of excellence by nurturing management professionals with exceptional creative ability and social sensitivity. Rajagiri 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.

The Post Graduate Diploma in Management (PGDM) is a two year full time course spread over six trimesters. RBS awards Post Graduate Diploma in Management (PGDM) to its students who successfully complete the two-year programme and also fulfil all academic requirements laid out by the school in accordance with AICTE norms. RBS has the flexibility to design courses which are relevant to the context of business, revise curriculum periodically and add new subjects as per the industry requirements.



The PGDM programme of RBS is accredited by National Board of Accreditation (NBA) of AICTE. Further it was accredited by Accreditation Council for Business Schools and Programs (ACBSP) in 2016.

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 center 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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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



Venue address:
Rajagiri Valley P. O, Kakkanad,
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