

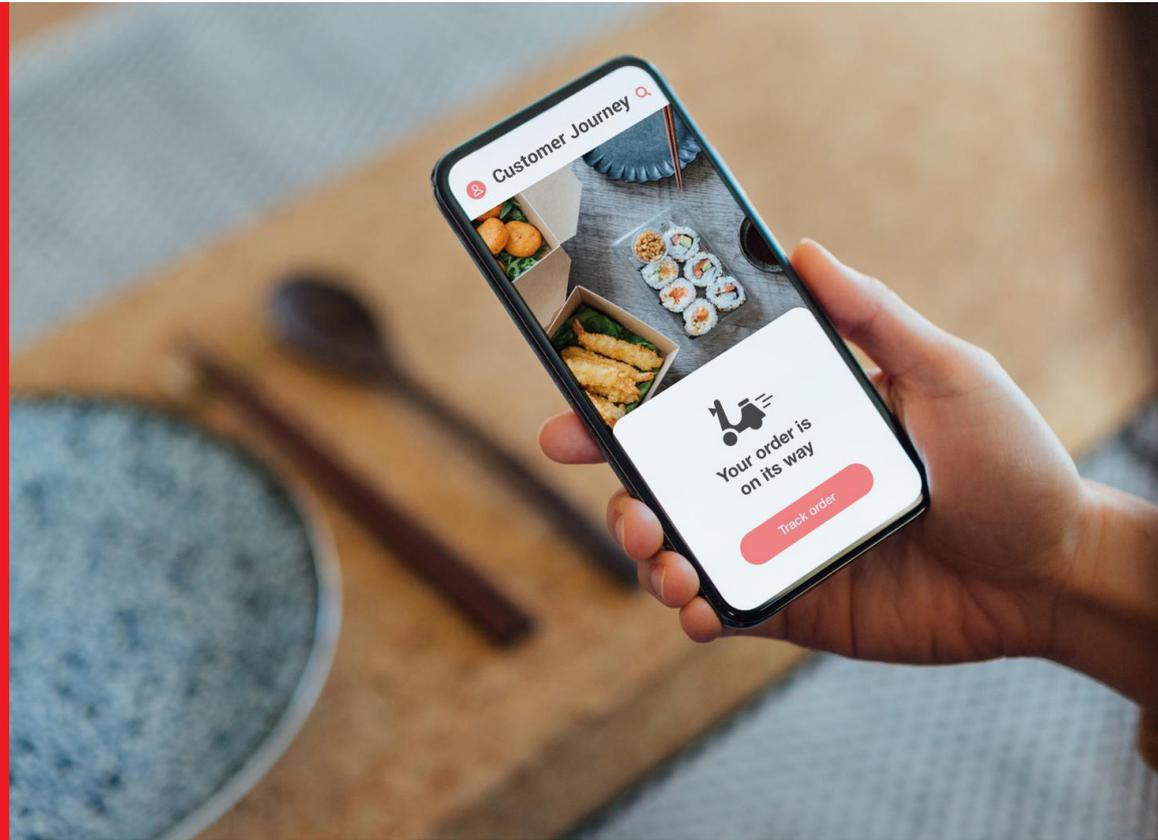


SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

40
Years

K J Somaiya
Institute of Management



K J Somaiya Institute of Management
(A Constituent Institute of Somaiya Vidyavihar University)
Mumbai, India

presents



17th SIMSR Global Marketing Conference
'Redefining Customer Journeys'

Venue: Hybrid
4th and 5th February, 2022

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

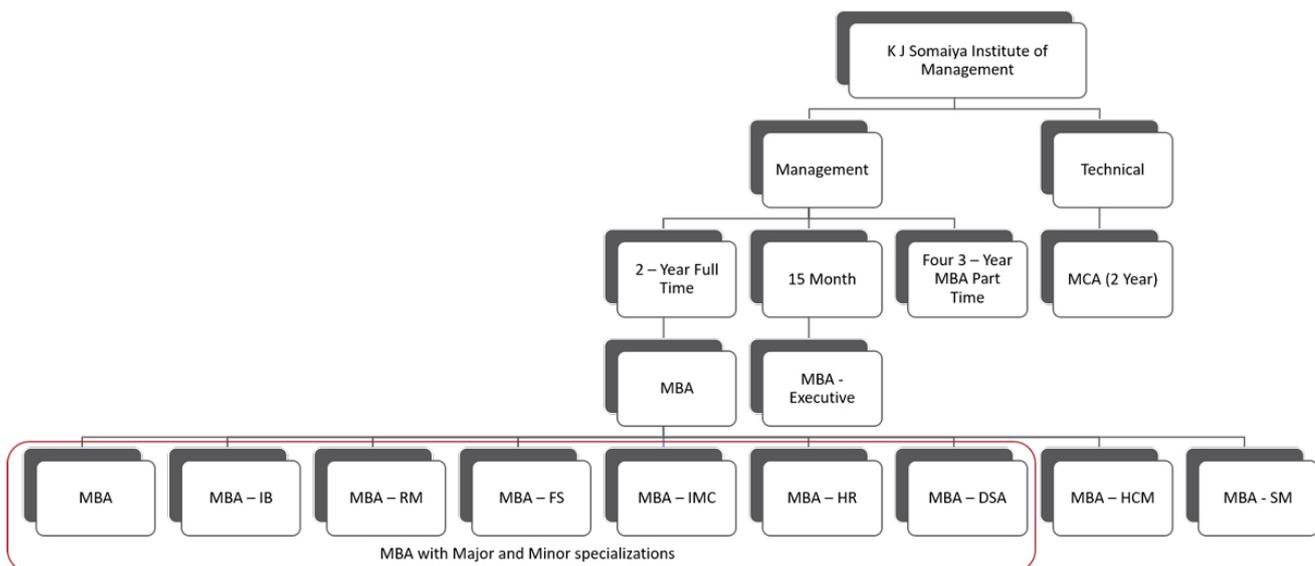
Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



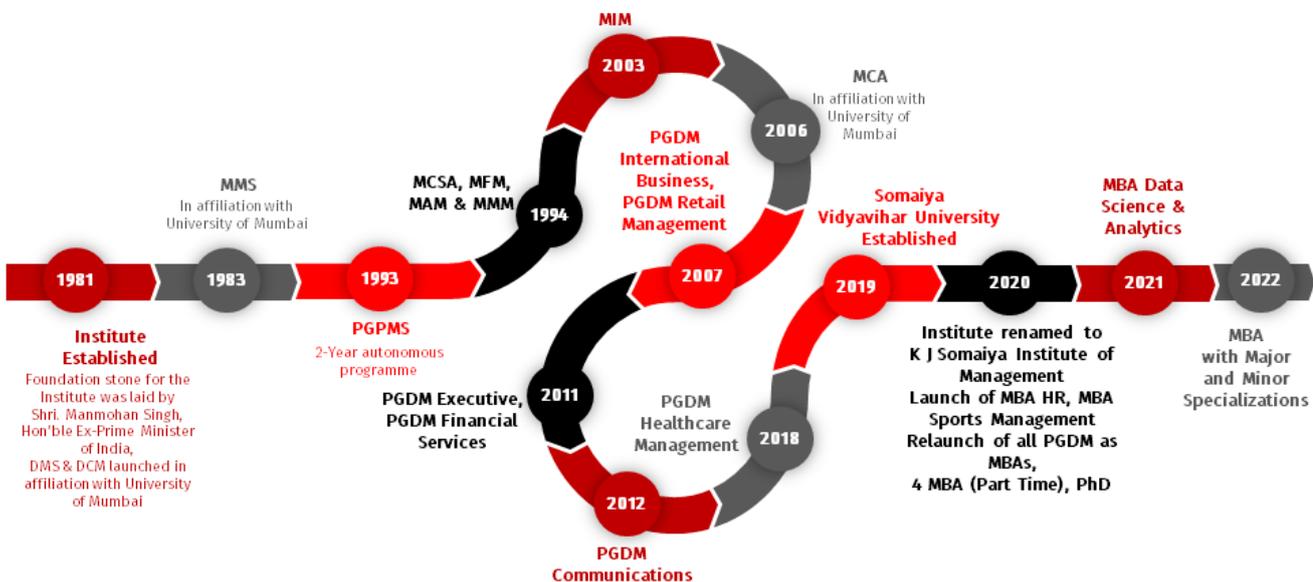
K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Data Science & Analytics, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customized and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

Programmes offered:



Important Milestones & Beyond



Introduction to the Conference

Redefining Customer Journeys

Managing and enhancing customer experience across multiple channels and customer interactions at multiple touch points has emerged as an important marketing research area and in this context customer journey addresses the processual and experiential aspects captured through consumer's lens. The process involves collecting internal insights; researching customer processes, needs, and perceptions; distil findings about how customers interact with the company, what they want from each interaction, and how they feel about each interaction; map the customer journey.

Understanding key areas (moments of truth), customer pain points, opportunities for data capture that are most important for customers or for the company is the stepping stone towards taking action on the insights and sustaining the learnings over time.

A great customer journey is the outcome of efforts across a variety of considerations such as experience, processes and ecosystem plan. As consumers we play a powerful role in this ever-evolving marketplace by using our voices and wallets to shape markets, influence brands and marketing communications, promote innovation and to build perceptions. Due to growing awareness of the need to manage and design for customer experience across touchpoints and service offerings, customer journey mapping and customer journey proposition tools are increasingly used by marketers in understanding the changing consumer behavior.

It is the era to make reimagining customer journeys a priority.

Conference Objectives

The Conference Objectives are to offer a platform for marketing practitioners, academicians and researchers to:

- Identifying important milestones in redefining customer journeys
- Discuss contemporary issues and opportunities in the area of customer journeys and marketing.
- Discuss various strategic options to overcome the challenges in mapping customer journeys, competition, and changing consumer behaviour.
- Explore scholarly research on changes in customer journeys, collaborations and marketing across the globe.

Keynote Address - Investing in Brands in Good Times & Bad Times

4th Feb 2022 | 7:30 PM IST



Dr. Jan-Benedict Steenkamp

Massey Distinguished Professor of Marketing at the University of North Carolina's Kenan-Flagler Business School

Jan-Benedict Steenkamp is the Massey Distinguished Professor of Marketing at the University of North Carolina's Kenan-Flagler Business School and co-founder — together with the global market research agencies GfK and Kantar - of AiMark. He has published over 100 articles in academic journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *International Journal of Research in Marketing*, *Management Science*, *Strategic Management Journal*, *Academy of Management Journal*, *Journal of International Business Studies*, *Psychometrika*, and *Harvard Business Review*. His work has received over 56,000 citations. He is ranked #5 in marketing on career-long impact, and in the 0.1% of scientists across all the sciences.

He has written five managerial books *Private Label Strategy: How to Beat the Store Brand Challenge* (Harvard Business School Press, 2007), *Brand Breakout: How Emerging Market Brands Will Go Global* (Palgrave Macmillan, 2013), *Global Brand Strategy: World-wise Marketing in the Age of Branding* (Palgrave MacMillan, 2017), *Retail Disruptors: The Spectacular Rise and Impact of the Hard Discounters* (Kogan Page, 2019), and most recently *Time to Lead: Lessons for Today's Leaders from Bold Decisions that Changed History* (Fast Company Press).

He has received an honorary doctorate from Aarhus University (Denmark). The Royal Netherlands Academy of Sciences awarded him the Muller lifetime prize for “exceptional achievements in the area of the behavioural and social sciences.” He also received lifetime achievement honours from the American Marketing Association for global marketing and marketing research, from the European Marketing Academy, and the Society for Marketing Advances.

Presentation on 'How to publish in peer-reviewed academic journals'

Presentation by **Dr. Okey Peter Onyia**,
Editor-in-Chief, Journal of Financial Services Marketing
5th Feb 2022 | 4.30 pm IST



Format - Online

Panel Discussion

Panel discussion on 5th February at 5:00 pm IST revolving around the theme of the conference by marketing and industry professionals having immense experience will be the highlight of the conference.

Format/Venue - Hybrid (Online and/or offline as per the convenience of the delegate)

Offline - K J Somaiya Institute of Management Studies, Somaiya Vidyavihar University, Mumbai, Maharashtra 400077

The papers submitted to the conference may relate to any of the following sectors and sub sectors within them.



- Business to Business (B2B)
- Consumer durables
- Cosmetics and personal grooming
- Education
- FMCG
- Healthy food
- Hospitality
- ITES Luxury goods and services



- Manufacturing
- Power and energy
- Real Estate
- Retail services
- Sports and eSports goods
- Transportation and logistics
- Travel and tourism
- Wellness products and services

Overall, the 17th SIMSR Global Marketing Conference aims at redefining customer journeys and its role in shaping markets from a variety of perspectives that would add to the body of knowledge in this interesting area. Academicians, educators, scholars, researchers, practitioners and students are invited to submit papers for this conference.

Author Guidelines

1. Submission of the extended abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than **15th December, 2021** at simsrglobalmktg@somaiya.edu.
2. The author(s) should clearly mention under what track of the conference; the abstract is to be included.
3. All abstracts will be double blind peer reviewed and only those approved by the reviewers will be selected.
4. Extended abstracts of a minimum of 1000 words and maximum 2000 words should be e-mailed in Microsoft Word.
5. Authors will be notified of acceptance of their submission by **31st December, 2021**.
6. Selection of papers for presentation will be based on the quality of abstracts. In case of any revisions suggested by the reviewers the revised abstracts must be submitted by **15th January, 2022** for inclusion in Conference proceedings.
7. Please click on Author Guidelines for extended abstract submission to send abstracts on SGMC Website (sgmc.somaiya.edu).
8. The extended abstract should cover the following aspects:
 - Title
 - Purpose of study
 - The study hypotheses (if applicable)
 - Brief literature review
 - Methodology adopted
 - Empirical or theoretical results
 - Managerial implications for theory and practice
 - Keywords (maximum 5)
 - Font and size: Times New Roman, 12 Point
 - Line Spacing: 1.5
 - Margins: 1 Inch
 - Reference: APA Style



Criteria for Evaluation of the Abstract

Relevance - Is the topic relevant to the overall conference theme?

Originality - Does the research paper add new knowledge to the body of literature?

Rigor of Research - Has in-depth analysis of the research topic been carried out?

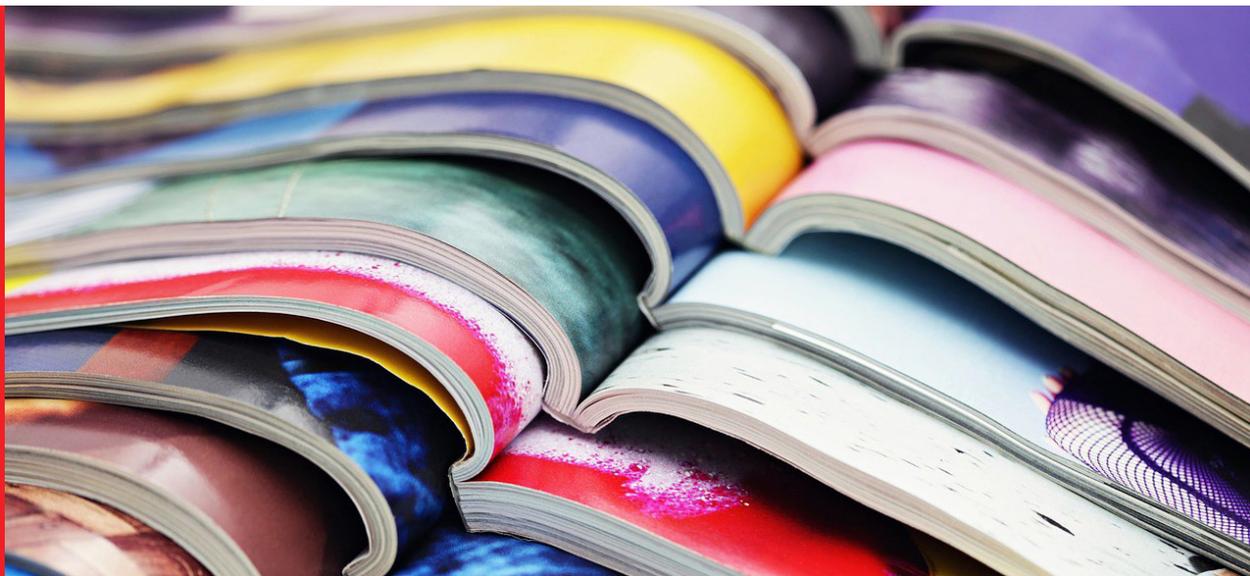
Managerial Implications - Does the research paper bring out relevant discussion points for practicing managers?

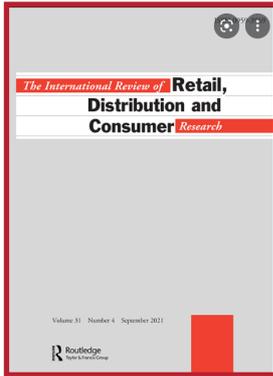
Best Paper Award

Best Paper Award will be given to recognize the outstanding contribution in the area of marketing in the ever-changing consumer landscape based on the extended abstract and the subsequent presentation during the Conference. The paper should clearly emphasize on the theme of the conference.

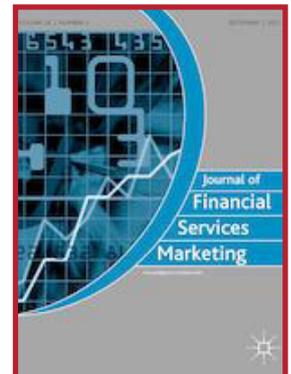
Publication Opportunities

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Sponsoring Journals or publish an abstract only. Upon acceptance of the abstract, the author(s) agree to the following: (a) to release the copyright to the 17th SIMSR Global Marketing Conference, (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Selected research papers presented at the 17th SIMSR Global Marketing Conference will be considered for publication in the following Journals. All selected extended abstracts will be published as Conference Proceedings with ISBN Number, subject to copyright form duly signed and submitted after acceptance of the extended abstract.





Journal Name: International Review of Retail, Distribution and Consumer Research, ABDC 'B'
Publishers: Taylor and Francis Online



Journal Name: Journal of Financial Services Marketing, ABDC 'B'
Publishers: Palgrave Macmillan Ltd.



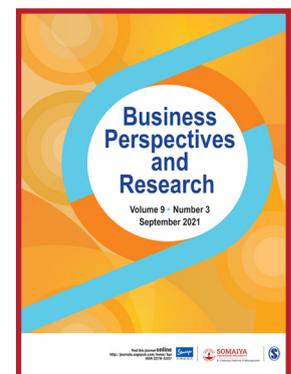
Journal Name: International Journal of Emerging Markets, ABDC 'B'
Publishers: Emerald Publishing



Journal Name: The Journal of Marketing Communications, ABDC 'B'
Publishers: Taylor and Francis Online



Journal Name: South Asian Journal of Management (SAJM), ABDC 'C'
Publishers: Association of Management Development Institutions in South Asia (AMDISA)



Journal Name: Business Perspectives and Research, ABDC 'C'
Publishers: Sage Publishers

Programme Supported by:



Pre-Conference Workshop

Title: Qualitative research using NVivo

Dates: 22nd Jan to 25th Jan 2022

Facilitator: Dr. Jaspreet Kaur,
Associate Professor,
Pearl Academy, New Delhi



Dr. Jaspreet Kaur is an associate professor at Pearl Academy. She has over 16 years of teaching experience in Marketing research. She has authored two books on Customer relationship Management and Service Marketing and has written many research papers in Scopus and ABDC journals. She is an Editor and Reviewers to many ABDC and Scopus journals like international journal of consumer studies (Wiley) and Management Decisions (Emerald). She is an AMT certified faculty from AIMA and has received the GRABS “Best researcher Award” in 2008 and the ITSR “Best researcher’s Award” in 2020. She has conducted over 55 FDPs and workshops on the topics of:”Systematic review and Meta-Analysis” and “Qualitative research with NVIVO” this year.”

The workshop will be divided as follows:

Day 1: Types of qualitative research

Day 2: Introduction to Coding of text, video and images in NVIVO

Day 3: Exploring the word count, text search and sentiment analysis on text data in NVIVO

Day 4: Social media data analytics and classification of data

The key takeaways are as follow:

The workshop will help the participants to learn the basics of qualitative research which is becoming a crucial component of mixed research methods approach. The same will take the participants through a hands-on approach of working on NVIVO and implying the findings of the NVIVO to their research paper. The workshop will start from an actual demonstration of a real research paper explaining the research objectives, to data collection, to forms of data which can be input into the NVIVO software to findings with first order coding and theming for the study being built into a model.



Workshop Fee Details

Fees are inclusive of all taxes

Attendee Type	Category	Discount	Price (INR)
Corporate			5000
Corporate	2+	20%	4000
Academicsians		30%	3500
Academicsians	2+	50%	2500
PhD Student of K J Somaiya Institute of Management			Free
PhD Students (any other Institute)		90%	500
K J Somaiya Institute of Management students			100

Conference Fee Details

Delegate Type	National (INR)	International (US\$)
Corporate	4000	150
Academician	2000	75
PhD Student other than Somaiya Vidyavihar University	500	50

Fees are inclusive of all taxes



Organising Committee

Prof. (Dr.) Dimple Kaul
Conference Chairperson

Prof. (Dr.) Monica Khanna
Director
K J Somaiya Institute of Management

Prof. Isaac Jacob
Conference Advisor

Dr. Nelli Kozlova
Conference Advisor

Prof. (Dr.) Abha Wankhede

Prof. (Dr.) Kiran Sharma

Prof. (Dr.) Brajesh Bolia

Prof. (Dr.) Ramki Y

Prof. (Dr.) Ralston Rajvaidya

Ms. Navnit Chandel
Conference Manager

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