

MARKTECH 2.0

SEAMLESS|MARKETING|TECHNOLOGY

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH



15th SIMSR GLOBAL MARKETING CONFERENCE
JANUARY 23RD-24TH 2020, MUMBAI, INDIA

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MarkTech 2.0

Seamless|Marketing|Technology

Digitalization is sweeping the world of business (Hofacker et al. 2016; Kannan, 2017), and B2B firms like IBM, Oracle, SAP, Cisco, and Intel are among the driving force behind the digital revolution. The use of digital technologies for buyer-supplier exchanges is also fast becoming commonplace. These fundamental changes in the global business landscape are testimonials to the impact of digitalization. Further, corporations such as Google, Amazon, Alibaba, and eBay, have emerged as key global players and have altered traditional business paradigms in both consumer and business markets. Many of these giants and many other large corporations run very large operations, although what is seen on the surface typically appears to be consumer focused.

New technologies are disrupting marketing and the marketplace. Consumers are searching for, making decisions about, and using products and services in new ways. Both Start-ups and incumbents are using novel data, strategies, and business models driven by these new technologies to enter, grow, and defend markets. The role of marketing is shifting, including how marketing contributes to organizational and societal outcomes and the marketing tools, skills, decisions, and capabilities important to this contribution. New technologies are altering competitive dynamics, economic systems, and society in profound ways.

Moreover, there are a number of new technologies available each year, for example, blockchain technology, automation solution, information technology management, and customer relationship management (CRM) among the others (Khodakarami and Chan, 2014; Kumar and Reinartz, 2018). Internet, social, and mobile technologies as well as advances in computing power, automation, and infrastructure have been central to this disruptive role for some time. New innovations, including artificial intelligence (AI), robotics, Natural User Interfaces (NUI), platforms, Cognitive Systems, Virtual Reality (VR) and Augmented Reality (AR), the Internet of Things (IoT), and the data streams they produce are further contributing to this disruption with important implications for the marketing discipline.

Therefore, understanding the connection between new technologies and marketing is becoming even more important.

The advent of disruptive technologies has proposed very essential issues to academia and practitioners with new opportunities and challenges. This provides an opportunity for the creation of new paradigms of customer behaviour and greater understanding of digital marketing activities in areas as diverse as customer service, experience management, advertising creativity and the discovery of new business opportunities.

The purpose of this upcoming conference is to gather comprehensive insights into the role of marketing in this era of technology evolution. Our call recognizes that despite increasing prevalence of digital marketing, its application is replete with challenges and its proceeds are not assured. Accordingly, further research needs to be conducted to explore the various facets of marketing within the context of digital marketing.

The aim of the conference is to gain a better understanding of the current and future technologies that may play a role or have a robust impact on marketing and contribute to theories associated with the relationship marketing. The topics for the Conference include, but are not limited to:

The role of technology such as automation solution and information technology management on marketing;

- Building and maintaining customer relationships via new technologies;
- Customer acquisition via current and new technologies;
- The role of online and offline technologies in relationship marketing;
- New technologies in marketing and marketing management;
- Investing in technological solutions;
- The dark side of technologies in marketing and marketing management
- New theories and conceptual developments related to the role of technology in marketing.
- Marketing strategy and analytics in a technology driven world
- Marketing metrics and its impact on technology
- Brand management in a technological era
- New areas of communication between customers in digital world
- Search and product evaluation in digital marketing
- Privacy, public policy and legal issues in technological marketing
- Social innovation in digital marketing management
- How emergent technologies have changed consumer decision making, satisfaction, communication, engagement, and loyalty.
- How fake news affects consumer shopping behaviors.
- International business and Marketing
- Technology management and competitiveness
- Big data and retailing.
- Consumer wearable technologies and their impact on marketing.
- The role of cross-cultural issues in marketing as influenced by emergent technologies.
- Challenges (and solutions) that increasing digitalization is posing to marketing

The papers to the conference may relate to any of the following sectors and sub sectors within them. However, other sectors not mentioned here may also be looked at. For e.g.: Real Estate (Affordable housing, premium luxury housing, villas, time share service apartments etc.)

- Aviation
- BFSI
- Consumer durables
- Education
- FMCG
- Food industry
- Hospitality
- Luxury marketing
- Manufacturing
- Omni Channel
- Oil and Natural Gas
- Retail
- Real estate
- Services
- Technology
- Transportation

Overall, the 15th SIMSR Global Marketing Conference would aim to examine the role of technology in marketing from a variety of perspectives that would hopefully add to our knowledge about this interesting aspect. Academicians, educators, scholars, researchers, practitioners and students are invited to submit papers for this conference.

References

Hofacker, C. F., De Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and mobile marketing effectiveness. *Journal of Interactive Marketing*, 34, 25-36.

Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.

Khodakarami, F., & Chan, Y. E. (2014). Exploring the role of customer relationship management (CRM) systems in customer knowledge creation. *Information & Management*, 51(1), 27-42.

Kumar, V., & Reinartz, W. (2018). *Customer relationship management: Concept, strategy, and tools*. Springer.

Conference Objectives

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

- Discuss the contemporary marketing issues and challenges in the changing consumer context.
- Discuss possible strategies and strategic options to overcome the challenges of technology, competition, and changing consumer profile/behavior.
- Explore scholarly research on opportunities and threats in the changing market context in the consumer landscape.

Author Guidelines

Submission of the abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than **September 30, 2019** at simsrglobalmktg@somaiya.edu. The author(s) should clearly mention under what track of the conference, the abstract is to be included. All abstracts will be double blind peer reviewed and only those approved by the reviewers will be selected. Extended abstracts of a minimum of 1000 words and maximum 2000 words should be e-mailed in Microsoft Word. Authors will be notified of acceptance of their submission by **October 20, 2019**.

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 **October 25, 2019** for inclusion in Conference proceedings. Please click on [Author Guidelines](#) for extended abstract submission to send abstracts.

EXTENDED ABSTRACT: (Times New Roman, Size 12, Regular, Single Line Spacing)

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 and
- Managerial implications for theory and practice and
- Keywords (maximum 5)

Criteria for Evaluation of the Abstract:

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

Methodology: Is there depth and rigor in literature review on the topic, secondary data and primary research?

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

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 Opportunity

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Sponsoring Journal or publish an abstract only. Upon acceptance of the abstract, the author(s) agree to the following: (a) to release the copyright to the 15th 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 15th 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.

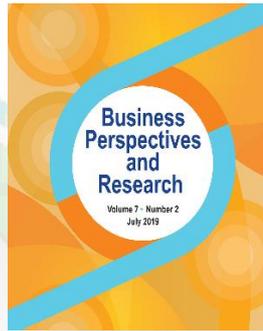
Journals

A selection of the best conference papers will also be considered for publication in the following journals (presented in alphabetic order)



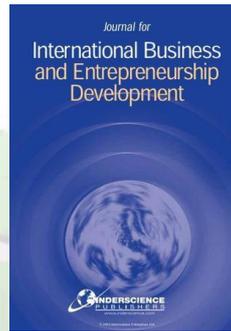
ISSN 09734619

Category 'c'



ISSN 22785337

UGC approved, Scopus Indexed



ISSN 17476763

Category 'c'



ISSN 17468809

Category 'c'



ISSN 17516757

Category 'c'



ISSN 17415284

Category 'c'



ISSN 26318679

**Category in the ABDC List*

Registration Details:

For registration, please fill in the Registration Form and send it to Conference Chairperson, 15th SIMSR Global Marketing Conference, K.J.Somaiya Institute of Management Studies and Research, Mumbai, India along with a Demand Draft / Cheque / NEFT of Application Fee in favor of "K.J.Somaiya Institute of Management Studies and Research", payable at Mumbai.

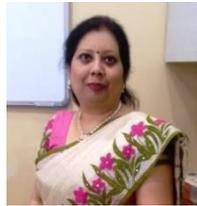
Delegate Type	National		International
	Early Bird (Till December 30, 2018)	Late Registrations	
Corporate	Rs 6000**	Rs 7000**	\$250
Academician	Rs 4000*	Rs 5000*	\$150
PhD Student	Rs 2000*	Rs 3000*	\$100
Management Student	Rs 500*	Rs 500*	\$50

Please Note:

The registration fees are inclusive of 18% GST.

(Registration Fee will include inaugural dinner, lunch and tea for the Conference days and a copy of the Conference Proceedings.)

CONFERENCE MANAGEMENT COMMITTEE



Prof. (Dr) Kiran Sharma
Conference Chairperson



Prof. Isaac Jacob
Co-Conference Chairperson

ORGANIZING COMMITTEE



Dr. Abha Wankhede



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For information & queries regarding paper submissions, accommodation on campus etc:

CONTACT



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navnit@somaiya.edu



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Paper Submission at simsrglobalmktg@somaiya.edu

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

**REGISTRATION FORM
15th SIMSR Global Marketing Conference
January 23-24, 2019**

Title of the Paper _____

Author 1: _____ (M)/Tel. No.: _____ **Email Id.:** _____

Author 2: _____ (M)/Tel. No.: _____ **Email Id.:** _____

Author 3: _____ (M)/Tel. No.: _____ **Email Id.:** _____

NAME OF THE ORGANIZATION: _____

ADDRESS: _____

Registration Fee*

Delegate Type	National		International
	Early Bird (Till December 30, 2019)	Late Registrations	
Corporate	Rs 6000**	Rs 7000**	\$250
Academician	Rs 4000*	Rs 5000*	\$150
PhD Student	Rs 2000*	Rs 3000*	\$100
Management Student	Rs 500*	Rs 500*	\$50

Note: -The registration fees are inclusive of 18% GST.

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