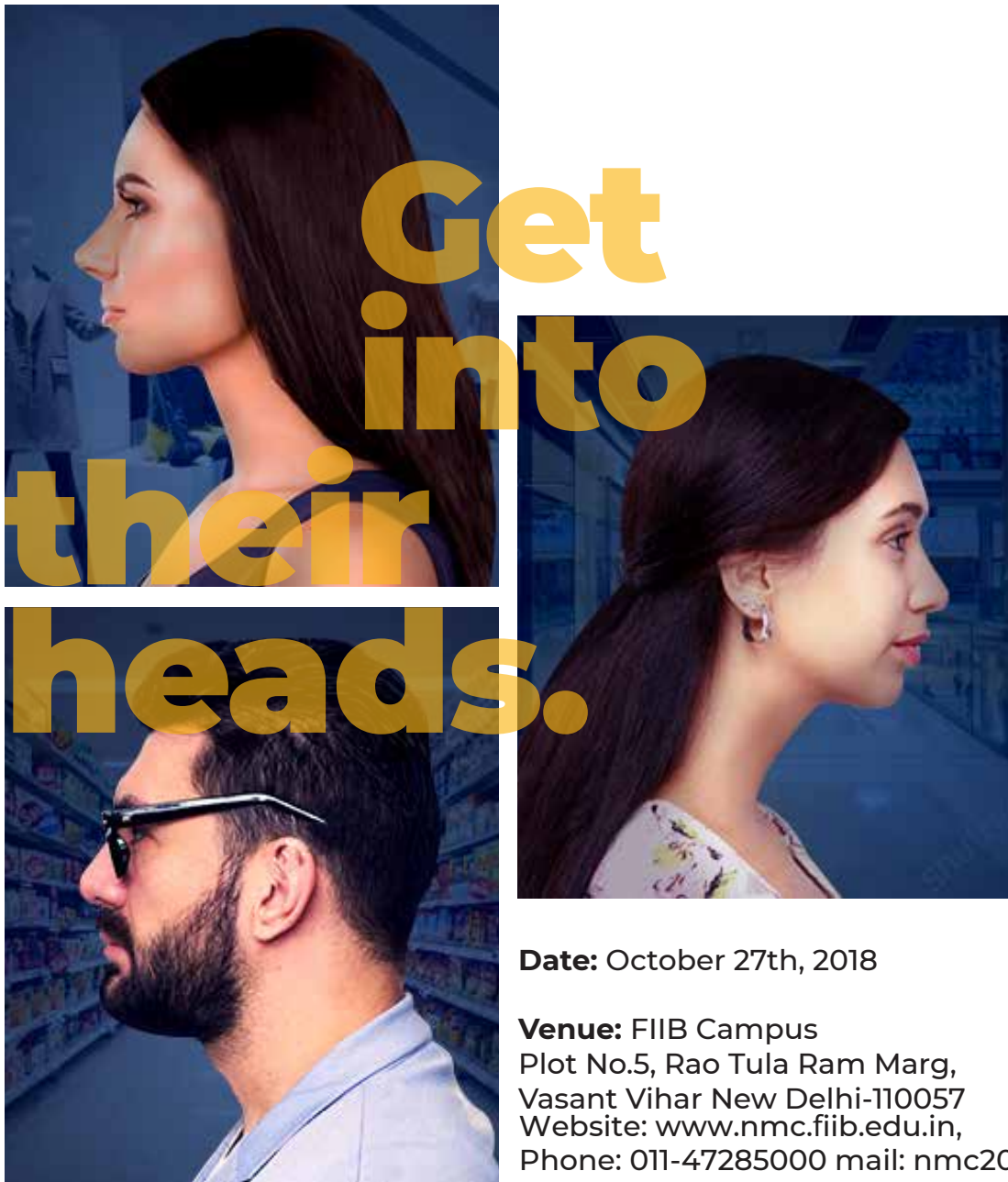


Presents

NATIONAL MARKETING CONFERENCE 2018

On Managing Customer's Experience across Contemporary & Diverse Touchpoints



Date: October 27th, 2018

Venue: FIIB Campus
Plot No.5, Rao Tula Ram Marg,
Vasant Vihar New Delhi-110057
Website: www.nmc.fiib.edu.in,
Phone: 011-47285000 mail: nmc2018@fiib.edu.in

#NoHypeMBA

ABOUT FIIB

A premier Business B-School in Delhi, has worked towards rediscovering and reinventing MBA Education through developing an industry relevant and global curriculum delivered by erudite faculty. Through its commitment to excellence in Management education, the college has been able to touch lives of close to 2000+ students and helped them realize their dreams of becoming Leaders and Managers, not only in India but across the globe. The focus of FIIB has been to bring a transformation in the mindset of its college students by encouraging them to make a difference in whichever field they choose.

Through international collaborations and certifications, global immersion programs and regular industry interface, FIIB facilitates an all-round development of its college students into managers of tomorrow. Further, the vibrant student community where students have various platforms to display exceptional leadership qualities makes the experience of studying at the college holistic and enriching.

In 23 years of existence, the college has been lauded for its efforts. Its strong recruiter relationships, ranking among the best B-schools in India and awards by major business school academies are a testimony to the same.

ABOUT BRAND ROVERS

Brand Rovers, the Marketing Club of FIIB, brings together some of the brightest minds, interested in exploring the ever changing dynamics of marketing. The club focuses on learning by doing. This enables the students to gauge the various aspects of marketing domain beyond classrooms and become industry-fit. The Club keeps the essence of marketing upbeat across the campus by engaging all students in competitions and activities. It strives to create a vibrant, welcoming and supportive community for marketing enthusiasts at FIIB.

AIM & CONTEXT

Firms build great customer experiences on solid strategies that people sharing a common vision execute. But most companies will find that their employees and executives lack a shared understanding of this vision. And it's no surprise, given the propensity for dense strategy presentations and graphics that leave audiences befuddled. This conference aims towards managing



customer experience (CX) focusing on various touchpoints and help practitioners to break the cycle and choose the right medium to communicate their experience vision. Therefore, it is now important to identify some of the major factors triggering the experiential change in marketing practices. The conference deals with the informative discussions including business experience sharing in form of research papers/case(s) and live discussions.

RELEVANCE

Business experts are expected to participate and contribute knowledge for both the partners Industry/academia. This is the sole responsibility of Business Schools to keep the faculty and students updated with ongoing business practices. The conference is planned to discuss the contemporary management practices in context of creating and discussing the roadmap for future.



TARGET AUDIENCE

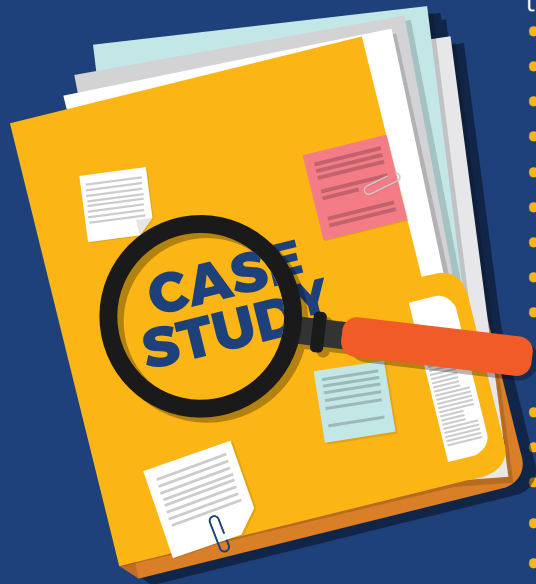
Faculty Members, Research Scholars, Industry Practitioners, Consultants, and Management Students.

CALL FOR PAPER/CASES

NMC invites inspiring original, research papers, research /teaching cases, case studies from the field of marketing based on primary or secondary data, field cases or cases from significant experience of learning especially in marketing domain of management. NMC aims at academicians/scholars/industry experts/ consultants/students from across the globe to participate and share their experiences on platform of repute as this.

Submissions are welcome on the following themes; but are not limited to the following themes:

- Customer Experience
- Emulative Consumer Behavior
- Consumer Touchpoints
- Customer Centricity
- Data Driven Customer Relationship Management
- Issues of unsolicited marketing campaigns
- Role of Data Analytics in Customer Experience
- Marketing and its impact on marginalized consumer groups
- Marketing by service institutions (Financial, Hospitality, Academia, Telecom, Transportation, Healthcare and other service providers)
- Online Marketing Experience
- Creating value for stakeholders through marketing Service Encounters
- Customer Journey Mapping
- Marketing 3.0
- Changing Retail and shopper behavior
- Digital Branding
- Contemporary marketing strategies



CONFERENCE HIGHLIGHTS

- Opening remarks by Industry Veteran(s).
- Panel discussion by Industry Experts.
- Publication Opportunity with ISBN Book(s).
- Awards and Recognition
- Exclusive Entry to Marketing Fair.

PUBLICATION OPPORTUNITY

The conference will provide publication opportunity for selected papers/cases with an ISBN Book(s) of a publisher of International repute. There would not be extra fee charge for the publication.

SUBMISSION GUIDELINES

Please submit your full paper/case before 20th September 2018 at: nmc2018@fiib.edu.in

KINDLY ADHERE TO THE SUBMISSION GUIDELINES AS IS GIVEN BELOW:

Authors are invited to contribute full paper/case. Length of paper/case

should be between 1200-3000 words. The full paper/case has to be submitted (title, abstract, keywords, main text, annexures (figures, tables, references, etc.) and must be in ONE DOCUMENT created in MS Word (Compatibility mode). Please use Times New Roman font. Font size should be 14 point for the title, 12 point for rest of the text. Please provide a margin of One (1) inch on all sides and text should be justified

Submitted papers/cases must not have been previously presented, published, accepted for publication elsewhere. The manuscripts will be checked for plagiarism before publication.

If the papers/case gets accepted, at least one author will have to register and present the paper/case in the conference. Authors should provide a brief biographical note clearly indicating full name, affiliation and contact details. Kindly indicate the name of the corresponding author in paper/case of two or more authors. All the conference related emails will be addressed to the corresponding authors only.

IMPORTANT DATES:

Full Paper/Case submission (Last Date)	20th September 2018
Intimation of acceptance	25th September 2018
Last Date of Registration	5th October 2018
Date of conference	27th October 2018



REGISTRATION FEE

Participant(s)	Amount
Individual Participant	₹999/-
Participant In Group of II	₹1799/-
Participant In Group of III	₹2699/-

*in order to get a chance of paper/case publication, authors are required to register on or before 10th September 2018.

Note: Registration fee includes: access to inaugural and panel discussion; conference kit; access to marketing fair; tea, coffee and lunch during the conference.

Author(s)	Amount
Single Author	₹1499/-
Two Authors	₹2599/-
Three Authors	₹3699/-

*in order to get a chance of paper/case publication, authors are required to register on or before 10th September 2018.

Note: Registration fee includes: access to inaugural and panel discussion; conference kit; access to marketing fair; tea, coffee and lunch during the conference. At least one author is required to get registered for the conference.

MODE OF PAYMENT AND REGISTRATION

1. Registration fee can be remitted through Demand Draft or Banker's Cheque drawn in favour of "Fortune Institute of International Business", payable at New Delhi, India.
2. Participants/authors paying registration fees through Online/NEFT Transfer should use the following information:

ONLINE/NEFT PAYMENT DETAILS

Beneficiary Name	Fortune Institute of International Business
ACCOUNT NUMBER	03362090000059
BENEFICIARY BANK	HDFC Bank Ltd, C - 17, Anand Niketan, New Delhi - 21
IFSC Code	HDFC 0000336
SWIFT Code	HDFCINBB



Conference Chair

Dr. Nimit Gupta

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Contact No. 9810955133

Conference Convener

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Conference Convener

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Conference Convener

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