



**Institute of
Management Technology**
Hyderabad

EM
NORMANDIE

CORVINUS

UNIVERSITY of
BUDAPEST



**MARKETING
CHALLENGES IN
EMERGING MARKETS**

**INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT)
HYDERABAD, INDIA**

IN COLLABORATION WITH

ECOLE DE MANAGEMENT DE NORMANDIE, FRANCE

AND

**CORVINUS UNIVERSITY OF BUDAPEST,
HUNGARY**

PRESENTS

**INTERNATIONAL CONFERENCE ON
MARKETING CHALLENGES IN
EMERGING MARKETS**

VENUE

INSTITUTE
OF MANAGEMENT
TECHNOLOGY
(IMT) – HYDERABAD

ON JANUARY 21 AND 22, 2016

Call for papers:

Institute of Management Technology (IMT), Hyderabad in collaboration with Ecole de Management de Normandie, France and Corvinus University of Budapest, Hungary invite you to participate in the 'International Conference on Marketing Challenges in Emerging Markets' which would be held on January 21 and 22, 2016 at Institute of Management Technology (IMT) – Hyderabad campus. The details of this conference are provided as follows:

Conference Theme:

“Marketing Challenges in Emerging Markets”

The term emerging markets was coined by economists at the International Finance Corporation (IFC) in 1981, and refers to a country that has some characteristics of a developed market, but does not meet standards to be a developed market. This includes countries that may be developed markets in the future or were in the past. Emerging markets, also known as emerging economies or developing countries, are nations that are investing in more productive capacity. They are moving away from their traditional economies that have relied on agriculture and the export of raw materials and are rapidly industrializing by adopting a free market or mixed economy to create a better quality of life for their people. Emerging markets are growth drivers of global economy. A Goldman Sachs report published in 2008 forecast that the economies of Brazil, China, India and Russia could grow to be collectively larger than the G-6 economies in U.S. dollar terms before the middle of the twenty-first century.

Economic globalization has brought down trade and investment barriers and has connected distant countries in integrated global supply chains. It seems that the whole world has become one market and emerging markets seem to be converging with the world's developed markets but, that's not true. Emerging markets are unique and need to distinguish from developed markets and also individually from each other. While contemporary emerging markets in Central and Eastern Europe have their own diverse set of ethnic cultures, economic development, and political dynamics; emerging markets in Africa, on the other hand have witnessed improved macroeconomic management and rise of the African consumer.

Market heterogeneity, sociopolitical governance, inadequate under developed infrastructure, chronic shortage of resources, unbranded competition, highly fragmented markets, young growing population, limited income and space, and rapidly changing markets with weak distribution channels are some of the defining characteristics of emerging markets. All these characteristics—the indicators of challenge and opportunity—are important features of many emerging markets, but they do not delineate the underlying characteristics that predispose an economy to be emerging, nor are they particularly helpful for businesses that seek to address the consequences of emerging market conditions. To accommodate these characteristics, we must rethink the marketing perspective and the core guiding strategy concepts (market orientation to market development). Intuitively, managers know that operating a business in an emerging market is different from doing so in a developed economy. This conference seeks to address underlying challenges in an emerging market and invites papers addressing the same.

Proposed tracks:

- Managing Products and Services
- Effective Communication Mix
- Creating and Controlling Distribution Networks
- Developing Attractive Price Points for the Consumers
- Understanding Consumer Behavior
- Digital Marketing Strategies
- Cross-cultural Marketing Management
- Brand Building and Management
- Service Quality
- Other Related Aspects of Marketing in the Emerging Markets

Guidelines for Submission of Abstracts:

Based on detailed abstracts, papers for presentation in the conference will be selected. The length of the abstract should be of at least 1,000 words and up to 2,000 words. Abstracts must include the following: purpose of research, methodology, major results, implications (both theoretical and practical), and key references. In the cover page the author(s) should mention under which track of the conference the abstract is to be included. The abstract should adhere to the following:

- Length: 1,000 to 2,000 words excluding cover page and references
- Margins: 2.5 cm. or 1 inch
- Font: Times New Roman, 12 point
- Spacing: 1.5
- Cover page: Title, author(s), affiliation(s), contact details
- Key words: Maximum Four

Do not mention author details in any other pages other than the cover page. Abstracts will be subjected to blind review process and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Word for Windows should reach the conference coordination committee not later than October 31, 2015.

The electronic copy should be mailed to markcon@imthyderabad.edu.in. Authors of the papers which get approved by reviewers will be informed by November 15, 2015. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. For foreign authors, provision for presentation in absentia is available. A processing fee of US\$ 50/- would be charged for presentation in absentia.

Guidelines for Submission of Selected Papers:

Soft copy in pdf format and a hard copy of the paper for presentation at the conference will have to be submitted by December 15, 2015. A covering letter clearly certifying that the manuscript is original and has neither been published anywhere nor is at present being considered for any other publication should accompany the hard copy of the paper. The electronic version of the paper should be sent to markcon@imthyderabad.edu.in . The paper should adhere to the following:

- Maximum length: 6,000 words excluding 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
- Synopsis: Not more than 200 words
- Keywords: Maximum Four

Footnotes: Footnotes should appear at the bottom of the normal text area, with a line of about 5cm set immediately above them. The superscript numeral used to refer to a footnote should appear in the text.

Tables and Figures: The tables and figures should be numbered and must carry a caption. The figure and table number should be given in the corresponding text. Source should be explicitly mentioned for adapted or reproduced tables or figures.

Citations: Please follow APA Citation style for the references.

It is proposed that the papers which are selected for presentation in the conference would be published in the form of an edited book with ISBN number.

Best Paper Award:

One of the papers submitted for presentation in the conference would receive Best Paper Award in recognition of outstanding contribution in the area of the conference theme.

Registration:

All participants need to register for the conference. The registration fee for Indian participants is Rs. 5,000/- (general participants) and Rs. 3,000/- (doctoral students). Doctoral students would have to submit a letter signed by the head of the institute, where they are working, stating that the participant is a doctoral student. Fee for foreign participants is US\$ 100. The registration fee includes lunch, dinner and tea on conference days as well as copy of the conference proceedings. Registration form would be mailed along with abstract approval information. Last date of registration is December 20, 2015.

Participants who register on or before October 31, 2015 can avail early bird discounted rates. For Indian participants these are Rs. 3,000/- (general participants) and Rs. 2,000/- (doctoral students). For foreign participants, it is US\$ 80.

Registration fee is can be submitted through a demand draft/ banker's cheque in favour of Institute of Management Technology, Hyderabad, payable at Hyderabad. Online transfer of the registration fee is also possible. The account detail wherein online transfer is to be credited is as follows:

Name of Organization: Institute Of Management Technology, Hyderabad

Bank: Yes Bank

Address: Mayank Towers, Survey No. 31 (old), 31/2 (new)

Raj Bhavan Road, Somajiguda, Hyderabad 500 082, India

Account No. 000694600000012

Swift Code – YESBINBB



Hospitality:

Participants may opt to stay at the IMT-Hyd. campus during the conference days. The AC Guest House has limited number of rooms and would be available for the conference participants on first come first serve basis. The tariff details, which include complimentary meals and service taxes, are given as follows:

- Single Occupancy = Rs. 2,500/- per day
- Double Occupancy = Rs. 1,500/- per day

About Institute of Management Technology (IMT), Hyderabad:

IMT Hyderabad's state of the art campus with nearly 2 lakh sq. feet built up area is located in 30 acres land near Hyderabad's Rajiv Gandhi International Airport in Shamshabad.

The beautifully landscaped green campus of IMT Hyderabad has an academic block, a library building, dining halls, hostels, faculty housing and seven water bodies for water harvesting. The institute has a sports complex with cricket ground, football ground, basketball court, tennis court and badminton courts.

The academic block houses nine lecture theatres (tiered), eleven flat classrooms, 55 faculty offices, IT labs with more than 100 systems, administrative offices, meeting rooms, conference halls and an open air amphitheater with a capacity of nearly 300.

IMT Hyderabad's PGDM programs are residential in nature and all the students are required to stay in hostel. The institute has four hostel blocks with 180 rooms each. All the hostel rooms are single occupancy, fully furnished and have internet connectivity. Apart from the basic amenities and required security, the hostels also have recreational, sports and gym facilities.

About Ecole de Management de Normandie:

Founded in Le Havre in 1871, Ecole de Management de Normandie is one of the oldest established French business schools. Incorporated as a Higher Education & Research non-profit association (under the 1901 Act) and operating under private law, EM Normandie operates 5 campuses in Caen, Deauville, Le Havre, Paris & Oxford. It has received accreditation from AACSB as well as EFMD (EPAS).

The School's Board of Trustees is chaired by François Raoul-Duval, and EM Normandie has been managed by Director General Jean-Guy Bernard since 2004.

The teaching approach has been founded on 3 pillars - Openness to the world, Close relations between Faculty and students, and Humility. In accordance with these tenets, the School has developed in its various programmes an innovative approach to learning and progression based on these three pillars.



About Corvinus University of Budapest:

Corvinus University of Budapest is a state-university working under the provision of the Ministry of National Resources State Secretariat for Education. It is a “universitas” with six faculties ranging from business administration to horticulture. Corvinus University offer courses leading to degrees at the bachelor, master and doctoral level in countless specialisations taught in Hungarian, English, French or German, qualifying them in a wide variety of fields. With more than 14,000 students and 800 teaching staff, Corvinus University aims to maintain its leading position in Hungary. The Faculty of Business Administration is the largest of the six faculties, giving home to more than 6,500 students.

The University is among the top three institutions in Hungary, sending the most students abroad in respect of the Erasmus student mobility programme. The University hosts the highest number of incoming Erasmus students in Hungary. Corvinus University of Budapest was awarded the Superbrands title for the fourth consecutive year in 2014. It's Business and Management programme and the Executive MBA programme have been accredited by EFMD.

About Hyderabad:

Hyderabad is the capital of the southern Indian states of Telangana and Andhra Pradesh. A major center for the technology industry, it is home to many upscale restaurants and shops. Occupying 625 square kilometers (241 sq. mi) along the banks of the Musi River, it has a population of about 6.8 million and a metropolitan population of about 7.75 million, making it the fourth most populous city and sixth most populous urban agglomeration in India. Much of Hyderabad is situated on hilly terrain around artificial lakes, including Hussain Sagar—predating the city's founding—north of the city center. The growth of the financial services sector has helped Hyderabad evolve from a traditional manufacturing city to a cosmopolitan industrial service centre.

How to Reach Hyderabad:

Hyderabad has a new state of the art airport which is serviced by international flights from Europe and the Middle East. Domestic flights operate from all major hubs. Taxis and auto-rickshaws ply back and forth to the city center. Hyderabad has three railway stations: Kacheguda, Hyderabad (Nampally) and Secunderabad. All three are major junctions on the South and West Zone sectors of the Indian Railways linking Hyderabad to major destinations like Mumbai, Delhi, Calcutta, Pune, Chennai, Bangalore and Thiruvananthapuram.

Climate:

Hyderabad has a tropical wet and dry climate bordering on a hot semi-arid climate. The annual mean temperature is 26.6 °C (79.9 °F); monthly mean temperatures are 21–33 °C (70–91 °F). Summers (March–June) are hot and humid, with average highs in the mid-to-high 30s Celsius. Winter lasts for only about 2 months, during which the lowest temperature occasionally dips to 10 °C (50 °F) in December and January.



Important Dates:

Last date for abstract submission	October 31, 2015
Notification of abstract acceptance	November 15, 2015
Last date for submission of selected papers	December 15, 2015
Last date for payment of registration fees	December 20, 2015
Conference dates	January 21-22, 2016

Conference Committee:

From Ecole de Management de Normandie:

- Prof. Tibor Mandjak

From Institute of Marketing and Media, Corvinus University of Budapest:

- Prof. Tamás Gyulavári

From Institute of Management Technology – Hyderabad:

- Prof. Nitin Gupta
- Prof. Sivagnana Sundaram M
- Prof. Dhananjay Singh
- Prof. Devi Prasad Ghosh
- Mr. Supratim Kundu





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