



7TH AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM

# MARKETING COMMUNICATION IN THE DIGITAL ERA

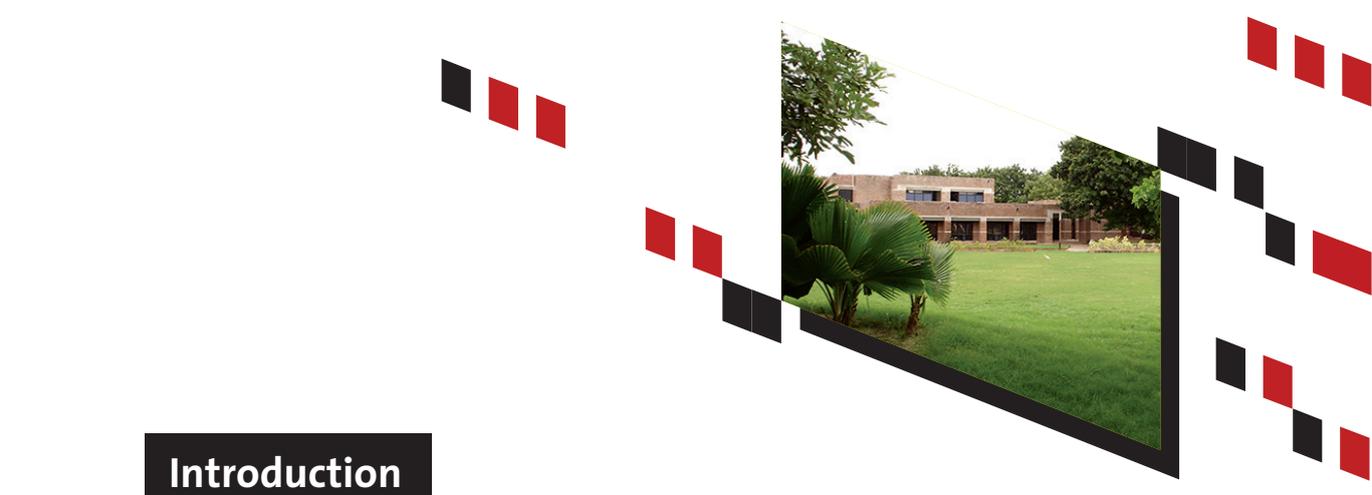
**CALL FOR  
PAPERS**

**Consortium on  
January 4-6, 2019  
Conference on  
January 7, 2019**

**Venue  
MICA Campus**

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**For Doctoral Fellows  
and Young Faculty**



## Introduction

### **MARKETING COMMUNICATION IN THE DIGITAL ERA**

The Academy of Indian Marketing, the Sheth Foundation, and MICA-The School of Ideas, a leading Indian Management School focused on Strategic Marketing, Branding and Communication, are jointly organizing a Conference on January 7th, 2019 as part of the 7th AIM-AMA Sheth Foundation Doctoral Consortium. We are pleased to announce a call for papers focused on the Conference theme 'Marketing Communication in the Digital Era'.

There are three major transformations that are unfolding:

#### **Consumers have become more empowered.**

They are always digitally connected with brands and products. These connections have made them digitally aware, and has deepened and broadened their communication with brands, products and services.

#### **Consumers have become co-creators of content.**

This influences their decision-making process for assessing and purchasing products and services.

#### **The impact of this digital transformation is widespread.**

It impacts business models and strategies across all industries.

The Conference will provide a global platform to leaders in academia and industry to come together and understand Marketing Communication in the context of this dynamic and digitally enabled business environment.

## GOAL

Since the digital era is well and truly here, it has significantly impacted and disrupted both industry and consumers. The main manifestation is reflected in the growth and access of platforms and tools such as Virtual Reality, Artificial Intelligence, Big Data and E-commerce amongst others. As a result, the avenues for interaction between the various parties have expanded dramatically.

The conference goal is to analyze platforms and strategies for Marketing Communication in the digital era.

## Conference Co-chairs



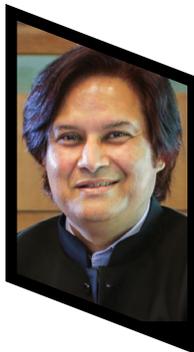
**DR. V. KUMAR**

Co-Founder, AIM  
Georgia State University, USA



**DR. JAGDISH SHETH**

Founder & Chairman  
AIM, Emory University, USA



**DR. SHAILENDRA RAJ MEHTA**

President & Director, MICA, India



**DR. PREETI SHROFF**

Dean, MICA, India



**DR. VARSHA JAIN**

Professor  
MICA, India

## TRACKS

### Consumer Behavior

#### Co-Track Chairs

**Prof. Rajneesh Krishna**

Associate Dean  
Professor of Marketing  
MICA, India

**Prof. Siddharth Deshmukh**

Adjunct Professor  
Digital Marketing  
MICA, India

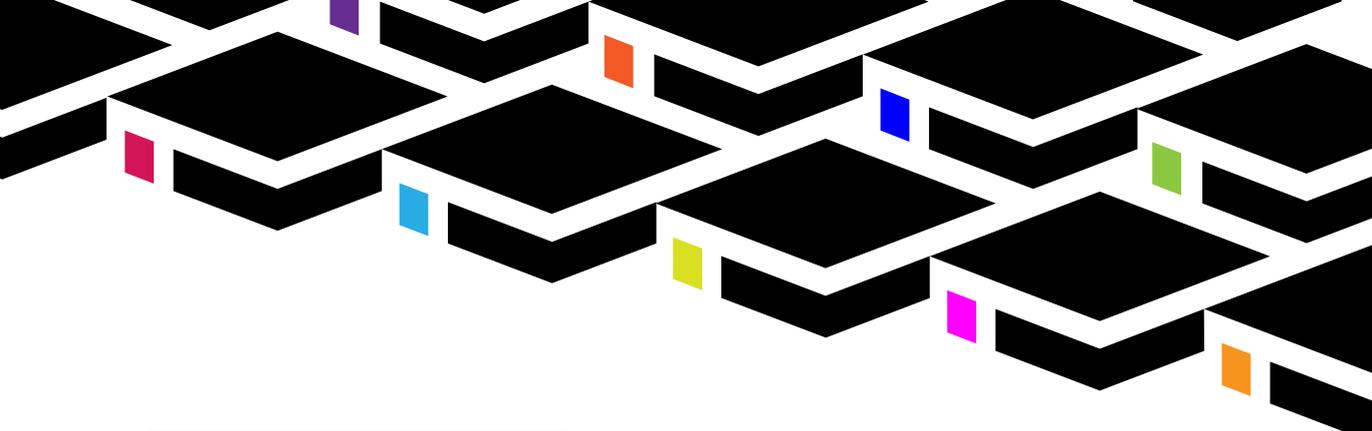
Consumption as a concept is rooted in the idea of exchange and sharing. Consumer behavior is a process that includes comparing, analyzing, sharing and consuming. The advent of digitization has resulted in extensive use of online channels and new media in these consumer-driven processes. The processes are facilitated by new search tools such as Google, and new sharing platforms such as WhatsApp and Facebook. This digital influence has affected consumers in the way they approach and consume brands, products and services. These changes have resulted in the fundamental power shift from Brands to Consumers.

The Conference will provide a forum and an opportunity for rich exchange of thoughts and ideas around recent phenomenon and how it impacts academia and industry.

#### Illustrative Topics for Paper Submission

Submissions to this theme can be of multiple related topics and similar to the suggestive topics outlined below and any other relevant themes.

- Impact of Digital Channels on Consumer Buying Process
- Earned Media and Consumer Behavior
- Social Media Communications and Customer Service
- Consumer Engagement with Branded Content
- Advertising Effectiveness of various Digital Channels



## Marketing Analytics

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### Co-Track Chairs

#### **Prof. Ashutosh Dutt**

Associate Professor of Marketing  
MICA, India

#### **Prof. Sunita Mall**

Assistant Professor  
MICA, India

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Digitization has created a great opportunity for researchers and academia to investigate, understand, mine insights and take decisions with accuracy, efficiency and reliability with the help of Marketing Analytics. This provides businesses with a competitive edge in the market while transforming business ecosystems.

Marketing Analytics provides enormous amount of data which is often referred as Big Data. This data is used for understanding and predicting the new marketing phenomenon. Importantly, digitization has not only provided data but also enabled formulation of algorithm that has made data analysis more effective and easier. This has helped businesses in generating insights and executing their business approaches. The Conference invites researchers and scholars to present their ideas and co-create cutting edge knowledge in Marketing Analytics in the digitized world.

### Illustrative Topics for Paper Submission

- Big Data as an opportunity
- Consumer Analytics
- Role of analytics in multiple domains
- Evolving Marketing Models based on analytics
- Role of Data Visualization in business decision making
- Computational Intelligence
- Customer Relationship Management
- Product Marketing Analytics



## CALL FOR PAPERS

### Marketing Strategy

#### Co-Track Chairs

##### **Prof. Anita Basalingappa**

Professor of Marketing  
MICA, India

##### **Prof. Aniruddha Pangarkar**

Assistant Professor of Marketing  
MICA, India

Extensive dependence on technology and digital mediums requires that marketers design marketing and business strategies in real time. Strategic functions like Marketing, Finance, HR, Operations, IT, and Logistics, among others, are increasingly centered around digital technology and rapid development.

Digital transformation has not only affected the demand but has also influenced the supply. These influences have affected the entire value chain of businesses and their long-term objectives. Business operations have become more complicated and complex in nature, with emerging dynamic market places and multiple stakeholder engagements.

The impact is so fundamental in nature, that it has transformed the nature of doing business. This dynamic environment of online consumer behavior, real-time decision making, omni-channel media usage and interactive consumer driven environment needs concrete research primarily by academia and industry, so that effective strategies can be developed which facilitate businesses

#### Illustrative Topics for Paper Submission

- Consumer Co-creation
- Pricing Strategies in the age of Dynamic Pricing
- Integrated Marketing Communications in a Digital World Omni-channel Distribution Strategies
- Use of Digital Channels in attracting better Human Resources
- Digital Supply Chain Management
- Automated Operations Planning



## Conference Process

### **SUBMISSION REQUIREMENTS**

Kindly submit structured abstracts or full paper via email. The email address for the submission is **consortium2019@micamail.in**. The subject of the email should be **7th AIM-AMA Sheth Foundation Doctoral Consortium Conference full paper/structured abstract submission**. The content of the submission email should contain the **title of the full paper/ structured abstract, author's name, and their brief bio**.

### Guidelines for Full Paper Submission

The full paper should be submitted in PDF format and should not exceed 12 pages, including tables, figures, and references.

- The paper should be in Times New Roman with a font size of 12, with single spacing and one-inch margins. The page numbers should be centered and highlighted in bold on each page.
- There should be space of a blank line between paragraphs.
- The first page of the paper should contain the title (uppercase and bold), abstract (maximum 200 words), keywords (from 4 to 10 words); the footnote must include acknowledgments and funding information (if any).
- The main body of the paper should include an introduction and literature review with sections on methodology, results, discussion and conclusion.
- The headings should be centered and in uppercase and bold text. The secondary headings should be left-justified with bold text and with the first alphabet in uppercase.
- Tables and figures should be included in the paper and numbered sequentially; the text should refer to the table and figure with the same number. Tables and figures should have sequential numbers with proper citation.
- A list of references should be present at the end of the paper. The referencing and citations should be in APA 6th style.



## CALL FOR PAPERS

### Guidelines for Structured Abstract Submission

- The abstract should be submitted in PDF format and should not exceed 4 pages including tables, figures, and references.
- The abstract should be in Times New Roman with a font size of 12, single spacing and one-inch margin. The page number should be centered and bold on each page.
- There should be space of one blank line between paragraphs.
- The first page of the abstract should include the title (uppercase letters and bold) which should include the phrase **STRUCTURED ABSTRACT** at the end of the title and the footnote must include acknowledgment and funding information (if any).
- The body of the abstract should include an introduction, literature review, methodology, results, discussion, and conclusion. The headings should be centered, uppercase and bold. The secondary heading should be left-justified bold and in uppercase.
- Tables and figures should be included in the paper and be numbered sequentially and the text should refer to the table and figure with the same number. Tables and figures should have sequential numbers with proper citations.
- A list of references should be present at the end of the paper. The referencing and citation should be carried out in APA 6th style.

### Registration Fees (Only for Conference)

#### **SCHOLARS FROM INDIA**

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**INR 5000**

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#### **SCHOLARS FROM OTHER COUNTRIES**

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**US\$ 75**

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# BEST PAPER AWARDS

Papers will be shortlisted for the **Best Paper Award** on the basis of the quality of the research that will be submitted and presented at the Conference. Researchers would receive a certificate and an award from the organizers of the Consortium. The decision of the eminent experts and jury would be final and binding while they select the **Best Paper** from the Conference.

## Important Dates

### **EXTENDED ABSTRACT SUBMISSION**

**October 05, 2018**

### **NOTIFICATION OF ACCEPTANCE**

**October 20, 2018**

### **FULL PAPER SUBMISSION**

**December 15, 2018**

For more information, please contact

#### **CONSORTIUM CO-CHAIRPERSONS**

**Dr. Preeti Shroff**, Dean, MICA

**Dr. Varsha Jain**, Professor, MICA

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**[www.mica.ac.in/sheth-consortium/introduction](http://www.mica.ac.in/sheth-consortium/introduction)**

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