



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

40
Years

K J Somaiya
Institute of Management



K J Somaiya Institute of Management

Somaiya Vidyavihar University



18th SIMSR Global Marketing Conference
'Marketing and Digitization: Delivering value in new age'

Venue: Hybrid
9th and 10th February, 2023



AACSB
ACCREDITED

Introduction to the Conference

Marketing and Digitization: Delivering value in new age

In order to stay ahead of competitors, digitization and the use of modern communication tools in marketing have become a necessity. Digitization offers several benefits like making the cost of marketing and advertising more affordable, the outcomes of digitization are measurable, and enabling precise targeting in less time. Social media marketing, Google advertising, and Facebook (now Meta) are powerful tools that are transforming the domain of marketing and adding value in the new age. Digital marketing leads to quick customer feedback, direct communication with current and prospective clients, and quick planning and action. Digitization in marketing helps build a great push-up impression and enhances brand recall, recognition, and purchase decision-making. In this era of intelligent marketing, digitization helps in transforming simple businesses into highly intelligent businesses and in building robust marketing strategies. Digitization has created an eco-system for Marketing 4.0 resulting in personalization and enhanced P2P (person to person) & C2C (customer to customer), innovative business models.

Conference Objectives

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

- Identifying important milestones in digitization and marketing.
- Discuss contemporary issues and opportunities in the area of digitization and marketing.
- Discuss the role of delivering value through dynamic customer strategies.
- Explore value creation through personalization using technologies like AI & IoT.
- Understand consumer behavior and emotions through data mining, analytics, and sentiment analysis.
- Explore scholarly research on trends and changes in digitization, collaborations, and marketing across the globe

Networking & Publication opportunities

Academics, educators, scholars, researchers, practitioners, and students are invited to submit papers for this conference. The conference will accept extended abstracts only.

Conference Inaugural

Hybrid | 10:30 am IST

Keynote Address

Prof Rajkumar Venkatesan

Ronald Trzcinski Professor of Business Administration,
Darden School of Business,
University of Virginia



Professor Rajkumar Venkatesan teaches Marketing Technology Products, Marketing Strategy and Marketing Analytics at Darden. Venkatesan's research focuses on analytics as it relates to marketing return on investment, customer lifetime value, mobile marketing and the global political economy. His research has appeared in several journals, including The Review of Economics and Statistics, Journal of Marketing, Journal of Marketing Research, Marketing Science and Harvard Business Review. He is also a co-author of the book Cutting Edge Marketing Analytics.

Many of his research publications have been recognized with prestigious awards, such as the Don Lehmann Award for the best dissertation-based article, the MSI Alden G. Clayton and the ISBM Outstanding Dissertation Proposal awards, and the ISBM award for long-term contributions to business-to-business marketing. He was selected as one of the Top 20 rising young scholars in marketing by the Marketing Science Institute, one of the Top 40 professors under 40 by Poets & Quants, and recognized among the Top 5 percent of marketing strategy scholars by the Journal of Marketing Education. Venkatesan has consulted with firms in the technology, retailing, media, industrial goods and pharmaceutical industries. He has developed custom executive education programs or data analytics software for Capital One, Explore Learning, General Electric, General Dynamics, HBO, IBM, Johnson & Johnson, MAS Holdings, Pitney Bowes, Porsche MHP, Rosetta stone, SAP and Teradata. For his work with IBM, he was recognized as one of the finalists for the Informs Practice Prize Competition.

Before coming to Darden, Venkatesan taught graduate students at the University of Connecticut. There, he was the recipient of the MBA Teacher of the Year Award. He received his Ph.D. in marketing from the University of Houston and his B.E. in computer engineering from the University of Madras.

EVENTS OF THE CONFERENCE

Meet the editors

Discussion of Eminent Editors of High impact journals | 9th Feb 2023 |
Online mode

Panel Discussion

Discussion of Industry and experts on the 18th SGMC theme | 10th Feb 2023 |
On-Campus

Call for papers

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

Author Guidelines

Extended Abstract

Submission of the abstract will be made in Microsoft Word format to the Conference Secretariat, no later than **15th November 2022** at <https://easychair.org/conferences/?conf=18thsgmc>.

The author(s) should clearly mention the track of the conference of their abstract submission. All abstracts will be double-blind peer-reviewed. Extended abstracts of a minimum of 1000 words and a maximum of 1500 words should be e-mailed in Microsoft Word. Authors will be notified of acceptance of their submission by **15th December 2022**. The 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 **1st January 2023** for inclusion in Conference proceedings.

The extended abstract should cover the following aspects:

- Title
- Introduction & Purpose of study
- Methodology adopted
- Key Contributions

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

1. Relevance
2. Rigor of Research
3. Key Contributions

Best Paper Award

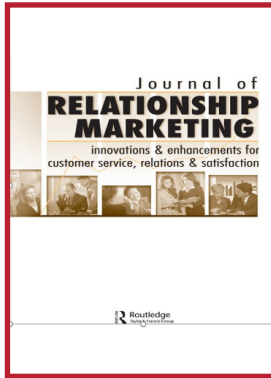
Best Paper Award will be given to recognize the outstanding contribution in the area of marketing in the ever-changing consumer landscape based on the extended abstract and the subsequent presentation during the Conference.

Publication Opportunities

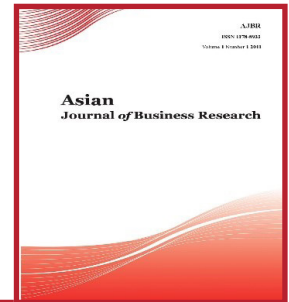
The conference has six tie-ups with high-impact journals, which provides the authors an opportunity to publish their papers. Upon acceptance of the abstract, the author(s) agree to the following: (a) to release the copyright to the 18th SIMSR Global Marketing Conference, (b) to return the manuscript (abstract) in the 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 18th 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 List



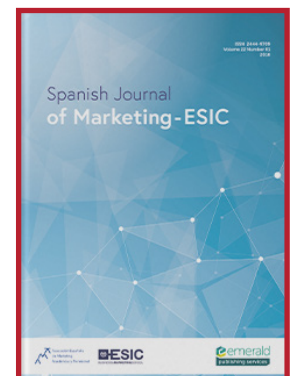
Journal Name: Journal of Relationship Marketing
Category: 'B' in ABDC
Publishers: Taylor and Francis Group



Journal Name: Asian Journal of Business Research
Category: Scopus and 'C' in ABDC
Publishers: ABRC Limited



Journal Name: Business Perspectives and Research
Category: Scopus and 'C' in ABDC
Publishers: SAGE



Journal Name: Spanish Journal of Marketing,
Category: Scopus
Publishers: Emerald



Journal Name: Journal of Research in Interactive Marketing
Category: 'B' in ABDC
Publishers: Emerald

Journal Name: Empirical Economic letters,
Category: 'C' in ABDC

Workshop no 1

Developing and Testing Mediation, Moderation and Moderated Mediation Models in Management Research

12th - 14th October 2022 | On-Campus

Workshop Objective

In social science research, theory development is the main focus, and making a meaningful theoretical contribution is difficult. A way to make a meaningful theoretical contribution is by incorporating mediation and moderation approaches in research (Summers, J. O. 2001). In the recent literature, combining mediation with moderation and moderation with mediation has taken place a major role in top-tier journals. This workshop will help scholars to understand the process of developing and testing mediation, moderation, and moderated mediation models in management research.

Expected Outcome

At the end of this course, the scholars will get exposure on the recent advancements related to mediation and moderation analysis. Moreover, they will be able to develop and test the theoretical models using the advanced approaches covered in this workshop.

About the Facilitator

Dr. P. Murugan

Assistant Professor
School of Management Studies
University of Hyderabad
Hyderabad



Dr. P. Murugan is working as an Assistant Professor at School of Management Studies, University of Hyderabad (UoH), Hyderabad. He has worked with IIM Shillong, Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli. He has a passion for Research and he has been a resource person for more than 190 workshops and FDP programs held at many universities and B-Schools in India (e.g., Anna University-Chennai, IIT Bombay, SPJIMR-Mumbai, NIT-Trichy).

His expertise lies in the areas of Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Structural Equation Modeling, Latent Profile Analysis, and Item Response Theory. He is also familiar with data analysis software such as Mplus, AMOS, Python, R, JAMOVI, JASP, SPSS, Bluesky Statistics, Conquest and IRT pro.

His papers are published in SSCI, ABS and ABDC listed journals. He has developed online lecture videos for three of the courses offered through the SWAYAM platform.

Workshop no 2

Netnography and Digital Ethnography

7th - 8th February 2023 | On-Campus

Workshop Objective

This workshop aims to provide deep understanding and hands-on experience in the practice and application of Netnography and Digital Ethnography. Netnography is a type of online or internet ethnography. As a marketing research technique, Netnography uses the information that is publicly available in online forums to identify and understand the needs and decision influences of relevant online consumer groups. Netnography is capable of being conducted in a manner that is entirely unobtrusive because it is conducted using observations of consumers in a context that is not fabricated by the marketing researcher. It is both naturalistic and unobtrusive – a unique combination not found in any other marketing research method – it allows continuing access to informants in a particular online social situation. This access may provide important opportunities for consumer-researchers and consumer marketer relationships.

Expected Outcome

- Understand the history and role of anthropological research in management
- Understanding the origins and role of Netnography and digital ethnography in the varied fields within management
- Independently plan and conduct a Netnography
- Collect, Analyse and Interpret data available online

About the Facilitator

Prof. Khyati Jagani,
Assistant Professor,
Flame School of Business,
Pune, Maharashtra



Prof. Khyati Jagani is a Fellow from MICA (Mudra Institute of Communication, Ahmedabad) in Advertising and Digital Marketing. She has also worked at the School of Business, Florida State University (Winter-Spring Semester) as a Visiting Doctoral Scholar. She holds a Master's degree in Business Administration in Marketing from IFHE, Hyderabad (Formerly known as IBS, Hyderabad); and Bachelors in Business Administration in Marketing from Saurashtra University. Prof. Jagani has 10 years of experience in both industry (Hospital Management & Pharma Business) and Academia. Her present research is in the area of Massively Multi-player Online NFT games, Influencer Marketing, Mental Health & Compulsive Consumption; Digital Advertising, and Metaverse & Advertising. In the past, she has also published in the area of healthcare marketing, luxury branding, digital marketing, e-grocery, and private label brands. Her domain knowledge lies in the field of Marketing Research (Qualitative & Mixed methods research); ZMET; Netnography with conducting qualitative data analysis using NVIVO and ATLAS. At Flame University she teaches courses such as Advertising, Integrated Marketing Communication, Consumer Behaviour, and Digital Marketing. Over the last few years, she has also presented papers at global conferences such as Society for Marketing Advances Conferences, American Collegiate Retailing Association (ACRA), Carnegie Mellow University, AMA & Global Marketing Conference, and International Marketing Trends Conference.

Conference Valedictory

10th February 2022

The conference valedictory will witness the closing remarks by Mr. Rajesh Srivastava, the announcement of best paper awards, and the 19th SGMC theme.

Closing remarks - Chief Guest

Mr. Rajesh Srivastava
Author



Rajesh Srivastava earned his engineering degree from the Indian Institute of Technology, in Kanpur, and studied management at the Indian Institute of Management, in Bangalore. He has over three decades of successful experience creating value in fields as diverse as the alcoholic beverage industry, food and commodities, personal care, lifestyle industries, and education. He has conceptualized, launched, and nurtured over fifty products that enrich the lives of Indian consumers every day. Brands he has promoted include Bagpiper, McDowell Signature, Royal Challenge, Blue Riband, Blue Riband Duet, Captain Cook, and Park Avenue range of Personal Care Products.

In 2002, he was named President of J. K. Helene Curtis Ltd, a Raymond Group Company. Over the next three years, he steered it to a 33% revenue growth (CAGR) and doubled profits, despite operating at a time when the FMCG industry was recording a near-flat growth.

He also served as Adjunct Faculty at IIM Indore between 2008 to 2015. In 2011, he was named the Chief Operating Officer of S. P. Jain School of Global Management - Dubai, Mumbai, Singapore, and Sydney. He has conducted customized workshop programs for many of the finest corporates including Mercedes Benz, Siemens India, Reliance Industries Ltd., IE Business School, Spain, Citibank, Credit Suisse, Godrej & Boyce, Tata Telecom, Indian Oil Corporation, ICICI Bank, Crompton Greaves, Alstom India, Marico's Ascent Foundation, AGC Networks Limited.

Mr. Srivastava also writes for journals and appears in broadcast media on topics of market analysis and trend recognition. His articles and columns have been published in Mint, Telegraph, Outlook, and Mid-Day. He has also been interviewed as a business and marketing analyst on BBC World, Aaj Tak, and CNBC. Penguin Random House published his 1st book, 'The New Rules of Business'. It quickly becomes a 'National Bestseller'. In 2022, they published his 2nd book, "The 10 New Life-Changing Skills".

Important Dates



Registration Fees

Delegate Type		Conference Participation		Workshop		Package : Conference Participation + 1 Workshop	
		National (INR)	International (\$)	National (INR)	International (\$)	National (INR)	International (\$)
Corporate	Individual	4000	150	5000	75	8000	200
	2+			4000 each	60 each	5000 each	175 each
Academicians	Individual	2000	75	3000	45	4000	100
	2+			2500 each	40 each	3000 each	85 each
Somaiya Vidyavihar University - PhD & MBA Students					Free		
PhD Students from any other University		500	50	500	15	300	35

Fees are inclusive of all taxes

Submit your extended abstract through the easychair link- <https://easychair.org/conferences/?conf=18thsgmc>



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.

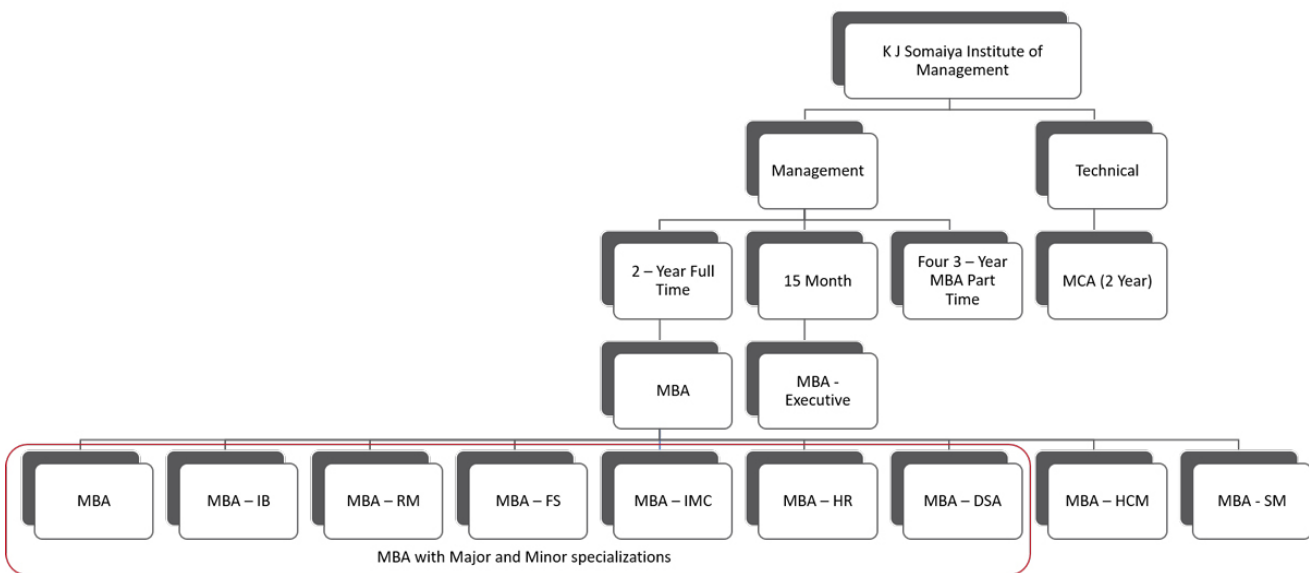
Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and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



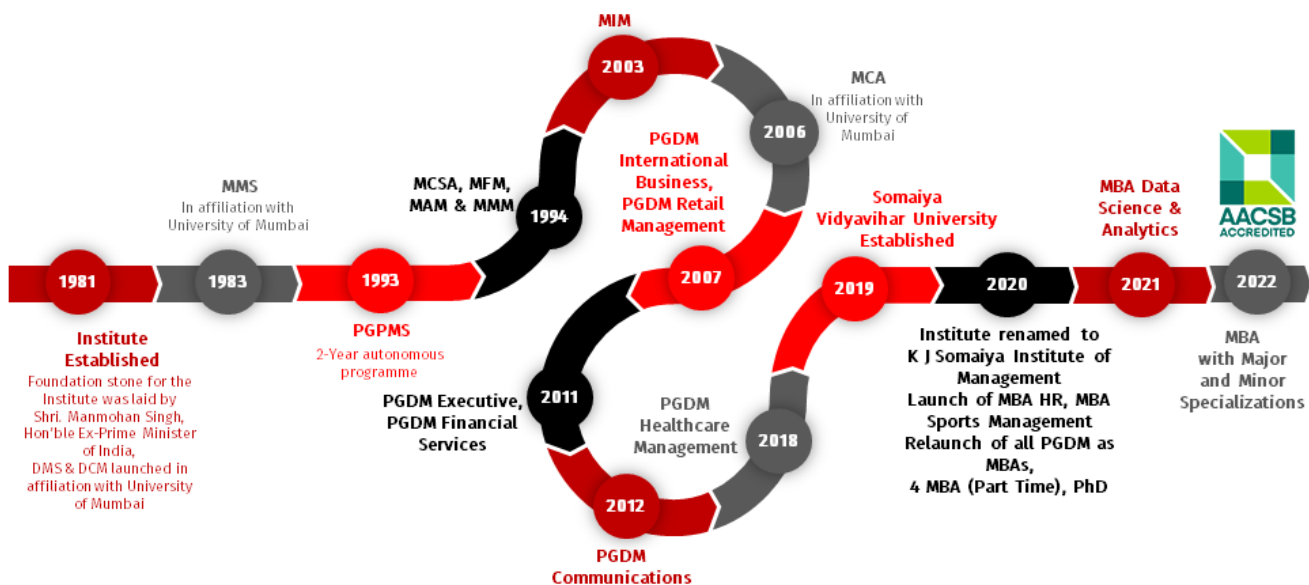
K J Somaiya Institute of Management

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



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Conference Chairperson

Prof. Isaac Jacob

Conference Advisor

Prof. (Dr.) Kiran Sharma

Area Chairperson

(Marketing and International Business)

Prof. (Dr.) Dimple Kaul

Prof. (Dr.) Brajesh Bolia

Prof. (Dr.) Krupa Rai

Prof. (Dr.) Ralston Rajvaidya

Prof (Dr.) Mukesh Kharat

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K J Somaiya Institute of Management

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for the Industry

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Professor & Assoc. Dean - Placement and Branding

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Dr. Ranjan Chaudhuri

Professor

Indian Institute of Management, Ranchi (IIM-Ranchi)

Academic Partner



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