



K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES &
RESEARCH, MUMBAI

12th SIMSR Global Marketing Conference
9th-10th February, 2017

NEW AGE CUSTOMER CENTRIC MARKETING



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New Age Customer Centric Marketing

“In the age of the customer, executives don’t decide how customer-centric their companies are – customers do.” ~ Kate Leggett

The never ending quest for marketers to align themselves to the customer centric paradigm has inspired the emergence of the idea of Customer Centric Marketing. The concept of customer centricity is not new in the Marketing literature. Levitt (1960) proposed that “firms should not focus on selling products but rather on fulfilling customer needs”. However, the phenomenon of customer centricity has only recently been acknowledged by the marketers.

Customer-Centric Marketing draws attention to the individual customer at the center stage of marketing design and delivery. It initiates the realization that there is no “average” customer. Customers have diverse behaviors and preferences – and this presents rich opportunities to move past a “one-size-fits-all” marketing approach. Customer Centric Marketing approach thereby empowers marketers to target the right customer with the right channel and right message – at the right time. It also helps marketers align around a strategy that will drive long-term value to the business: acquiring high-value customers and keeping them coming back. Customer-Centric Marketing is not just about building “better” relationships with your customers but also a source of lasting competitive advantage for marketers.

The researches in the area of customer centric marketing have been diverse and wide ranging. The two main distinguishable work so far in this area, are Shah, Rust, Parasuraman, Staelin, and Day (2006) and Sheth, Sisodia, and Sharma (2000). While Sheth et al. (2000) analyzes the environmental and structural factors (from marketing productivity issues to market diversity) raising the need for companies to move toward a customer-centric approach; Shah et al. (2006) have emphasized on the areas of intervention (at an organizational and managerial level) for attaining customer centricity in practice. Sheth et.al (2000) argues that this focuses on the needs, wants and resources of customers as the starting point of the planning process. In this age of digital marketing, it is imperative that a two-way communication exists between the brands and the customers. This makes it essential for customers to be able to communicate with the brands and in return for them to take their cognizance. The major innovations have primarily been in the area of digital marketing, thus making the dialogue with the customers more compelling and customer – centric.

However, Osborne and Ballantyne (2012) have a different point of view. They are of the opinion that the firm-centric approach to value creation should overcome marketing’s customer-centricity. They have are of the belief that a discussion ought to commence on whether marketing may indeed be customer centric. They establish that new directions of enquiry are needed to be able to come forth with certain new viewpoints that allow marketing the means to release itself from its enduring, firm-centric paradigmatic trap.

Issues and challenges in Customer Centric Marketing are gaining momentum in the present times. Interestingly the concept has found relevance in multiple areas which have given rise to major trends in marketing, including disruption, emotive storytelling, user-generated content and diversity.

“Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information” T S Eliot

What persuades us to arrive at a particular decision? Are the decisions based on information or knowledge? If so, then perhaps one should reconsider their development process. Whilst information and knowledge are essential thoughts to deeper understanding of our customers, it is only after a successful integration of the two, that one can begin to develop insights that will positively impact the customers’ behavior.

This 12th edition of the SIMSR Global Marketing Conference with the theme “New Age Customer Centric Marketing” is aimed at unraveling the construct of Customer Centric Marketing in all its manifestations. It is poised to be a unique amalgamation of research and practice. Spread over two days, the conference will witness engrossing panel discussions and deliberations by industry practitioners, experts, consultants and academicians from the area of marketing. We solicit academic institutions and corporate business houses to come together to sponsor and collaborate with us in this event. We look forward to your joining us in this unique conference.

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.

DETAILS

Suggested Formats

- | | |
|---------------------|-----------------|
| 1 Research Paper | 4 Case Study |
| 2 Conceptual Paper | 5 Working paper |
| 3 Literature Review | |

Conference Tracks

- | | |
|--|--|
| 1 Advertising | 12 Event Management |
| 2 B2B Marketing | 13 Integrated Marketing Communications |
| 3 Product & Brand Management | 14 Destination Branding |
| 4 Consumer Behavior | 15 E-Commerce |
| 5 Corporate Social Responsibility | 16 Market Research |
| 6 Corporate Communications | 17 Marketing Strategy |
| 7 Customer Relationship Management | 18 Retail Management |
| 8 Marketing of Financial Services | 19 Rural Marketing |
| 9 International & Cross Cultural Marketing | 20 Services Marketing |
| 10 Digital Marketing | 21 Sales & Distribution Management |
| Marketing in emerging transition economies | 22 Pricing |
| 11 | 23 Any other relevant area |
| 12 New product development innovation | |

Author Guidelines

Submission of the abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than **October 24, 2016 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 **November 15, 2016**. 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 **November 30, 2016** 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 12th 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 12th SIMSR Global Marketing Conference will be considered for publication in the Journal. 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.

The **SOUTH ASIAN JOURNAL OF MANAGEMENT** (SAJM - Published by AMDISA) has confirmed a **Special Issue on the theme ‘New Age Customer Centric Marketing’** of the Conference. The authors who wish to have their papers published in the Journal need to send in their full manuscripts to the Conference Committee and indicate clearly they would want their manuscripts to be considered for publication to the South Asian Journal of Management. **SAJM is indexed as a ‘C’ Category Journal in the ABDC List of Journals.** They may send in their full papers by **February 28, 2017** for them to be included in the Journal.

Important Dates

October 24, 2016

Last Date for Extended Abstract Submission

November 15, 2016

Notification of Acceptance of the Extended Abstract

REGISTRATION DETAILS:

For registration, please fill in the Registration Form and send it to Conference Chairperson, 12th 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 15, 2016)	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:

- * Service Tax is waived off only in case the Invoice is raised in favour of the Authors' affiliating Academic Institute.**
- ** Service Tax @15% is levied in addition to the Registration Fees**

(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
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Prof. Ralston Rajvaidya

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

CONTACT



Ms. Tapasya Mukherjee
Conference Secretary
tapasya@somaiya.edu

Paper Submission at
simsrglobalmktg@somaiya.edu



K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
REGISTRATION FORM

12th SIMSR Global Marketing Conference
9th-10th February, 2017

Title of the Paper _____

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

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

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AUTHOR GUIDELINES

Centre for Consumer & Market Studies in Emerging Markets
12th SIMSR Global Marketing Conference

New Age Customer Centric Marketing

Mumbai, INDIA

CONFERENCE

FEB 9-10, 2017

Conference Website Link

<http://interfacesimsr.wix.com/12th-sgmc>

Abstract Submission Deadline: 24th October, 2016

GUIDELINES FOR EXTENDED ABSTRACT SUBMISSION

Length	Minimum of 1000 words; Max. of 2000 words (including title and key references)
Margins	2.5 cm or 1 inch throughout (left, right, top and bottom)
Orientation	Portrait
Font	Times New Roman, 12 point
Line Spacing	Single line (for the main text of extended abstract) & Single (for key references)
Title	Title of paper, name(s) of author(s), affiliation (s), and contact details
Key Words	Maximum of 5
References	Limit to a maximum of 20
Conference Track	Indicate the Track where you would want your paper to be included

Note: The extended abstract not adhering to the above given guidelines will be returned to the author(s). For a sample extended abstract, you may please refer to the template given in page 2-3 of this document. For any further clarification on the format of the extended abstract, please write to simsrglobalmktg@somaiya.edu with a copy to Dr. Kiran Sharma (kiransharma@somaiya.edu).

EXTENDED ABSTRACT TEMPLATE (SAMPLE)

An Empirical Studyamong Indian Consumers

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Extended abstract (for the track.....)

Introduction: Patronage is defined as ‘business or activity provided by patrons’ Kelly defined “retail patronage” as a “customer’s commitment to make purchases from a particular store” (Kelly, 1967).

Research Gap and Research Problem: The last few decades have witnessed an immense increase in the study of patronage behavior. Numerous models of patronage behavior have been discussed in the academic literature (Monroe and Guiltinan 1975;Sheth 1983 ;.....).

Objectives of the Study: The specific objectives that we intend to meet

Literature Review: In the integration of literature.....Spiggle and Sewall (1987). “Patronage refers to a consumers’ purchase pattern over a series of purchase tasks”.

Research Methodology: The research design employed for the present study is basically

Data Analysis and Results: The study has

Managerial Implications: The present study is successful to the extent of

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References:

Kelly, R. F. (1967). Estimating ultimate performance levels of new retail outlets. *Journal of Marketing Research*, 13-19.

Monroe, K. B., & Gultinan, J. P. (1975). A path-analytic exploration of retail patronage influences. *Journal of Consumer research*, 2(1), 19-28.

Sheth, J. N. (1983). An Integrative Theory of Patronage Preference and Behavior. *Patronage Behavior and Retail Management*. Ed. By William R. Darden and Robert F. Lusc.

Spiggle, S., & Sewall, M. A. (1987). A choice sets model of retail selection. *The Journal of Marketing*, 97-111.