

K J Somaiya Institute of Management Studies and Research

13th SIMSR GLOBAL MARKETING CONFERENCE

15th -16th February, 2018

on

“Marketing to the Global Consumer”



where marketing comes alive



ACADEMIC PARTNERS



Marketing to the Global Consumer

Globalization, defined as the process of global market and cultural assimilation, has transformed the way businesses operate (Steenkamp & de Jong, 2010)¹. This has led to the growth of global consumer segments that are associated with certain places, people, and things. Granular understanding of consumer behavior and responses therefore becomes that much more imperative. Corresponding to the growth of global segments is the emergence of global consumer cultures, collective placements of consumption-related symbols in terms of product categories, brands, consumption behavior etc which are significant to segment affiliates. Due to this, globalization continues to have a profound impact on the consumer landscape.

Globally, the cultural landscapes is currently observing two divergent, yet concurrently occurring and strengthening aspects: the homogenization and heterogenization of cultures. International consumer research fundamentally focuses in one of two areas: (1) understanding consumer differences from the perspective of cultural, social, economic, and other marketing environment elements; and (2) the search for common groups of consumers across countries, for international market segmentation purposes. The latter focus suggests the possibility of the existence, or imminent emergence, of global consumers.

The growth of global culture may also largely be attributed to the digital revolution. This has led to the proliferation of global consumers in terms of global travels, transnational work force and adoption of local and global culture by patrons worldwide. The young consumers have played the role of the ‘change agents’ owing to an accelerated and assisted creation of a network for a global and local culture.

Prior research describes consumers as being ethnocentric, cosmopolitan, xenocentric, global citizens, and/or having a global identity. These various consumer groups offer theoretically well-suited segments which are noticeable on their consumption behavior. This has led to the consumers having a strong affinity towards global, foreign, and local brands.

In particular, there is a dearth of research that seeks to better understand the differences among theoretical aspects of consumer dispositions and their ensuing brand preferences, their antecedents, the interaction and role of how several identities in molding consumer behavior, the interface between global and local consumer cultures, and to conclude, the probable expansion of numerous global consumer cultures across emerging markets.

This 13th edition of the SIMSR Global Marketing Conference with the theme “Marketing to Global Consumers” is aimed at unraveling the construct in all its manifestations. It will aim at identifying and comprehending both local and global consumer cultures and their consequences on consumer behavior. We welcome submissions that seek to offer novel insights into the evolving nature of global and local consumer cultures, their effects on consumers’ underlying decision making processes, as well as on how these developments are rapidly bringing about a paradigm change in global and local consumption behavior.

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1. Steenkamp, J.-B. E. M., & de Jong, M. G. (2010). A Global Investigation into the Constellation of Consumer Attitudes toward Global and Local Products. *Journal of Marketing*, 74(6), 18–40.

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.

The Conference looks forward to rigorous and scholastic contributions which address the above mentioned aims on similar issues relating to consumers' diverse local, global and foreign dispositions. The Conference will deliberate and discuss upon the following themes on recent and emerging developments. Suggested topics included but are not limited to:

1. Consumer dispositions in various cultures and its behavioral implications (ethnocentrism, Xenocentrism etc.)
2. Consumer Behavior, its significance and applications for product and services marketing.
3. Marketing to global consumers through advertisements, promotions and other marketing communications, tools including digital.
4. Deliberation in the framework of global and local consumption behavior.
5. Consequences of consumer culture, subculture and / or reference groups' dispositions and local branding.
6. Strategies for effective communication of brand globalness and localness positioning.
7. Influence of culture, reference groups and society on marketing to global consumers.
8. Global consumer subcultures, occurring from the combination of demographics, social forces, and consumption characteristics.
9. The relevant use of the "global" by the "local" in terms of products, lifestyles, ideas etc. to amalgamate into local veracity and responsiveness.
10. New theories and paradigms in the realm of marketing to global consumer.
11. Role of gender and other demographics while marketing to the global consumer.
12. Online consumer behavior in its various aspects.
13. Implications of Country of Origin and perception while marketing to global consumers.
14. Marketing to the global consumers: harnessing the digital platforms.
15. Marketing in emerging transition economies
16. Pricing and its impact on consumers
17. Marketing strategies adopted by local and global services marketers to understand and address the cultural differences among their customers
18. Marketing management and strategies, Relationship Management
19. Understanding young consumer behavior in the retail process
20. Destination branding to global consumers

Conference Objectives

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

- Discuss the contemporary consumer behavior issues and challenges in the changing consumer context.
- Discuss possible strategies and strategic options that cater to the challenges of technology and changing consumer profile/behavior.
- Explore scholarly research on opportunities and threats in the changing consumer context.

Author Guidelines

Submission of the abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than **October 29, 2017** 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, 2017**. 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, 2017** 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
- 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 consumer behavior 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 13th SIMSR Global Marketing Conference (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor (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 13th 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.

JOURNAL OF GLOBAL MARKETING - Published by Taylor and Francis (A 'C' category in the ABDC List)

BUSINESS PERSPECTIVES AND RESEARCH – Journal of K J SIMSR Published by SAGE PUBLICATIONS

More Journals to be added Soon.....

REGISTRATION DETAILS:

For registration, please fill in the Registration Form and send it to Conference Chairperson, 13th 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.

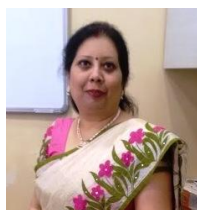
Delegate Type	National		International
	Early Bird (Till December 15, 2017)	Late Registrations	
Corporate	Rs 6000**	Rs 7000**	\$250
Academician	Rs 4000*	Rs 5000*	\$150
PhD Student	Rs 2000*	Rs 3000*	\$100
Management Student	Rs 500*	Rs 500*	\$50

Note:**Please Note:**

The registration fees are inclusive of 18% GST.

(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
Conference Chairperson



Prof. Isaac Jacob
Co-Conference Chairperson

ORGANIZING COMMITTEE



Prof. Abha Wankhede



Prof. Neha Gupta



Prof. Neha Yadav



Prof. Ralston Rajvaidya

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

CONTACT



Ms. Tapasya Mukherjee
Conference Secretary
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Paper Submission at simsrglobalmktg@somaiya.edu



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CHANAKYA



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

13th SIMSR Global Marketing Conference
15th-16th February, 2018

Title of the Paper _____

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

Author 2: _____ (M)/Tel. No.: _____ **Email Id.:** _____

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

NAME OF THE ORGANIZATION: _____

ADDRESS: _____

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	Early Bird (Till December 15, 2017)	Late Registrations	
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Academician	Rs 4000*	Rs 5000*	\$150
PhD Student	Rs 2000*	Rs 3000*	\$100
Management Student	Rs 500*	Rs 500*	\$50

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AUTHOR GUIDELINES

Centre for Consumer & Market Studies in Emerging Markets
13th SIMSR Global Marketing Conference

Marketing to the Global Consumer

Mumbai, INDIA

CONFERENCE

FEB 15-16, 2018

Abstract Submission Deadline: 29th October, 2017

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 Gultinan 1975;Sheth 1983 ;.....).

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

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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

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Data Analysis and Results: The study has

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

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.