

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

14th SIMSR GLOBAL MARKETING CONFERENCE
FEBRUARY 7-8 2019, MUMBAI, INDIA

MARKETING TO MILLENNIALS



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Marketing to Millennials

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The dramatic evolution of consumers from baby boomers to Generation X to Millennials has provided a complex assemblage of opportunities and threats. The newest group of young individuals is the Millennials, also sometimes called Generation Y. This group is made up of those born after 1980, receiving its name because those in it began to come of age after the year 2000. The Millennials are receiving a great deal of attention from both scholars and the popular press for two reasons. The first is because it is such a large population segment: 75.3 million in 2015. Currently, it is larger than the previously largest group, the Baby Boomers, which reached its peak of 78.8 million in 1999, but due to mortality will dwindle to 16.6 million by mid-century. The second reason is that many believe the Millennials will be significantly different in their orientations and interests than the generations that preceded it, potentially changing our nation and its institutions to the same degree as the Baby Boomers.

Marketers need to understand that to reach this generational cohort, it is absolutely imperative to communicate in their language, to be able to reach out to them at their available locations, to adopt their way of communication. They also need to comprehend the multifaceted combination of experience and preferences that define them. For non-Millennial marketers, the challenges can be significant and even understanding how to describe Millennials in marketing-relevant terms can be formidable. Fortunately, researches in marketing, sociology, psychology and economics aids in filling in the gaps.

In fact, the description of Millennial, as those who were born after the personal computer's introduction, helps inform how they think, what they like and how they want products and services. In short, they want them now, they want them perfectly tuned to their taste, they want to buy them with comparatively little effort, and they want information from trusted individuals. Thus, to them, consumer ratings are extremely important since millennial consumers will seek out rating information, even from strangers. The internet is the backbone of their lives and it provides a means of rapid gratification, communication and social interaction with any and every one. Without the internet their personal computers, laptops, notebooks, i-Pads and smart phones will not deliver the information they want as quickly as they want it.

Much has been written about millennials—people born between 1980 and 2000—and how they are different from the baby boomers and GenX, the two generations that preceded them. Many millennial traits are positive—they are earnest, positive, seek new experiences, and display a high level of social consciousness. But, they are also demanding—they seek frequent positive strokes and approval, have a large number of expectations having been brought up to think they are the best, need flat work environments, and crave work-life balance.

Millennials (a word crafted to refer to the generation born between 1980 and 2000) are fast entering their prime spending years. Growing up in an age of rapid change, they have a set of expectations and priorities that are radically different from those of the older generations.

India is expected to become the youngest country by 2022, with an average age of 29. Being the largest generation in history, millennials have become the major inducing forces that can wield immense influence on the way businesses are controlled. It therefore becomes extremely significant to understand their buying preferences.

Overall, the 14th SIMSR Global Marketing Conference would aim to examine Millennials from a variety of perspectives that would hopefully add to our knowledge about the cohort. This would undoubtedly reinforce what astute marketers already know: marketing is complex and consumers are not homogeneous. Moreover, sophisticated methods are often vital in understanding and reaching consumers.

Educators /, scholars, researchers, practitioners and students are invited to submit papers for this conference.

Conference Tracks

Please find below the range of conference tracks where you should seek to place your paper.

- Arts and Heritage
- B2B Marketing
- Brand, Identity and Corporate Reputation
- Consumer Psychology and Cross-Cultural Research
- Consumer Behaviour
- Consumer Culture Theory
- Critical Marketing
- E-Marketing and Digital Marketing
- Ethics and Marketing
- Fashion Marketing and Consumption
- International Marketing
- Marketing Case Studies
- Marketing Communications
- Marketing Education
- Marketing Research and Methodology
- Marketing Segmentation and Target Marketing Strategy
- Non-Profit and Social Marketing
- Place Marketing and Branding
- Political Marketing
- Retail Marketing
- Services and Customer Relationship Marketing
- Sports and Events Marketing
- Strategic Marketing
- Sustainability
- Tourism Marketing
- Marketing Strategy

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.

Author Guidelines

Submission of the abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than **October 29, 2018** 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 21, 2018**. 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 28, 2018** 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

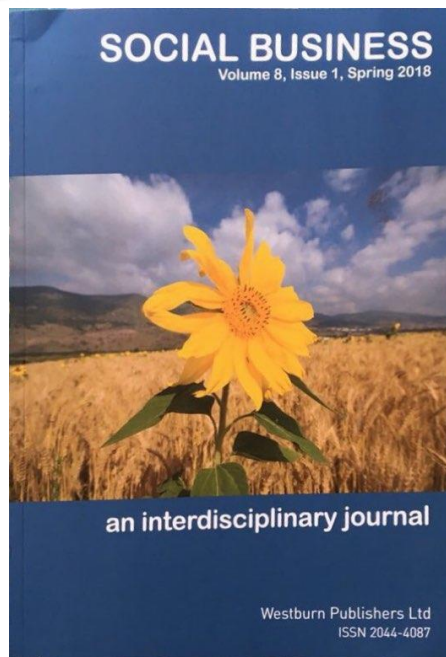
Best Paper Award

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 14th 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 14th 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.



Special Issue of the Journal of Social Business
- Category 'B' in the ABDC List
(Westburn Publishers)



Special Issue of the Journal
of Customer Behaviour
- Category 'C' in the ABDC List
(Westburn Publishers)



Business Perspectives and Research
- UGC Approved and Scopus indexed
(SAGE Publishers)

REGISTRATION DETAILS:

For registration, please fill in the Registration Form and send it to Conference Chairperson, 14th 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, 2018)	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

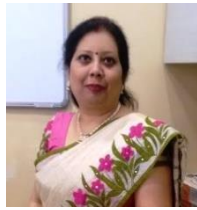
Note:

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



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

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

14th SIMSR Global Marketing Conference
February 07-08, 2019

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.: _____

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Delegate Type	National		International
	Early Bird (Till December 15, 2018)	Late Registrations	
Corporate	Rs 6000**	Rs 7000**	\$250
Academician	Rs 4000*	Rs 5000*	\$150
PhD Student	Rs 2000*	Rs 3000*	\$100
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AUTHOR GUIDELINES

Centre for Consumer & Market Studies in Emerging Economies

14th SIMSR Global Marketing Conference, Mumbai, India

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CONFERENCE DATES

FEB 07-08, 2019

Abstract Submission Deadline: September 10, 2018

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).

