



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



# K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

*Presents*



## 16<sup>th</sup> SIMSR Global Marketing Conference

**Conscious Consumerism and Marketing  
Collaboration, Empathy, Responsibility**

---

*5<sup>th</sup> - 6<sup>th</sup> May, 2021*

Venue: Online



**Academic Partner**



**POLYTECH**  
Peter the Great  
St. Petersburg Polytechnic  
University

# Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey

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, 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

### Doctoral Studies

### 2-Year MBA Full-Time Programmes

- MBA
- MBA - International Business
- MBA - Retail Management
- MBA - Financial Services
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management
- MBA - Data Science & Analytics

### 3-Year MBA (Part-Time) Programmes

- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

### 2-Year MCA Programme

### Executive Education

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes



# Introduction to the Conference

## Conscious Consumerism and Marketing

Two decades into the 21<sup>st</sup> century, and it is safe to say that we live an era where information is all around us – in a way that it never was before. Information is accessible to everyone, in equal measure, made ubiquitous by the internet. This massive inflow of information has complemented by the unprecedented availability of digital devices which has given rise to unprecedented awareness, anytime, anywhere. As the graph of consumers' purchasing intensity keeps rising, so does their awareness about the social, cultural and environmental impacting their purchases. As a result, consumers have started altering their purchasing behavior based on the social and environmental impact that the businesses have.

Two decades into the century, and we are at the peak of Conscious Consumerism. The rise in Conscious Consumption represents a paradigm shift that makes it imperative for brands to take active cognizance of. The world today is faced with enormous social, political and environmental challenges, and brands have begun taking a stand through their story-telling, content development, brand purpose driven campaigns representing their corporate social responsibility involvement.

According to Schudson (2007) conscious consumption occurs when people are presented with the opportunity to buy products that support issues they care about. The guru of marketing Philip Kotler says “This period of deprivation and anxiety will usher new consumer attitudes and behaviours that will change the nature of today's Capitalism. It is time to rethink and rewire Capitalism and transform it into a more equitable form – based on democracy and social justice.” This hybridization of the pure capitalistic form of consumption and socialistic form is a natural evolution that would eventually happen. This will be era of Conscious Consumerism- melding of the positives of both the consumption structures.





### **The effect of Conscious Consumerism on marketing will impact:**

- Increasing Environmental Awareness
- Changing focus on marketing content and media
- Focus on Conservation of natural resources (reusable, refillable, biodegradable goods) and changes in packaging and production)
- Purpose-driven marketing and responsible profit-making
- Rapidly changing consumer behaviour and its impact on natural eco-systems (animal testing, focus on natural products), climate change
- Rebranding and remarketing of several existing products and services in existing and new markets to meet changed consumer value and organizational profit expectations
- An integration of consumer wants and desires with responsible buying and responsible consumption and disposal
- Reduction in wastage and emphasis on recycling, repairing, reusing, redecorating of goods and packaging materials
- An increased demand on wellness and personal hygiene products and changes in packaging, product messaging and pricing
- A surge in unsought goods like masks, gloves and caps due to changing needs and its impact on push marketing
- Diversification and new product development as consumers look for reliable and satisfying replacement brands
- The growing number of Anti-Consumerism groups and its impact on sales and marketing
- Increased sphere of influence of Social media and word of mouth marketing
- Radical shifts and changes in distribution and availability manifesting in added convenience of time and place through an ever-burgeoning eCommerce platform



## Dr. Utpal Dholakia

George R. Brown Professor of Marketing  
Rice University, U.S.A

Dr. Utpal Dholakia is currently the George R. Brown Professor of Marketing at Rice University. Dr. Dholakia worked as William S. Mackey, Jr., and Verne F. Simons Distinguished Associate Professor of Management, Rice University from 2008-2011. Dr. Dholakia also worked as a Visiting Professor of Marketing, London Business School, Korea University Business School, University of Zurich to name a few. Dr. Dholakia has a M.S. degree in psychology, and a Ph.D. in marketing from the University of Michigan, M.S. degree in operations research from the Ohio State University, and a B.E. degree in industrial engineering from VJTI, University of Bombay.

Dr. Dholakia teaches electives on pricing and customer experience to MBA students, and advances our thinking about marketing & consumer welfare. Dr. Dholakia has studies conducted on consumer behaviour, customer community participation, consumption trends, financial decision making by consumers & investors, pricing and marketing strategy for startups, small & medium-sized enterprises, and digital marketing issues. Dr. Dholakia also conducts research on relational consumer behavior and best practices in conducting marketing research. Dr. Dholakia has published research in many top marketing and management journals including the Harvard Business Review, Journal of Marketing Research, the Journal of Consumer Research, Marketing Science, Management Science, Psychological Science, the Journal of Marketing, the Journal of Consumer Psychology, and Organization Science. His recent projects in progress relate to Ecologically sustainable consumer behaviour and Lifestyle orientation theory. Dr. Dholakia has extensive consulting, executive training, and expert witness experience in financial services (retail banking, investment banking, consumer protection), technology (intellectual property, digital marketing, social media, e-tailing, software, hardware), healthcare, and energy (O&G, electric utilities) industries. His specialty is conducting survey-based research for investment banking clients looking for specific insights into consumer and market trends, and to support intellectual property and marketing & consumer-issue lawsuits.

Dr. Dholakia has also consulted widely on design & evaluation of pricing strategies, customer experience strategies, quantitative analyses for obtaining and managing customer information and developing positive ROI marketing campaigns, CRM adoption, and branding issues. He writes frequently for Harvard Business Review, and his blog on Psychology Today is called "The Science Behind Behavior."

The conference will have a **'Meet the Editors'** event. The editors participating in this discussion are the editors of reputed international journals from A\*, A and B category journals.

# Conference Objectives

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

- Discuss contemporary issues and opportunities in the area of Conscious Consumption and Marketing
- Discuss various strategic options to overcome the challenges of capitalistic consumption structure, competition, and changing consumer behaviour
- Possible avenues of integration of the latest technologies into the public health response

The papers to the conference may relate to any of the following sectors and sub sectors within them.



Aviation



ITES



Beverages



Luxury goods and services



BFSI



Manufacturing



B2B



Power and energy



Consumer durables



Real Estate (Affordable housing, premium luxury housing, villas, service apartments)



Cosmetics and personal grooming



Retail services



Education



Sports and eSports goods



FMCG



Transportation and logistics



Healthy Food



Travel and tourism



Hospitality



Wellness products and services

Overall, the 16<sup>th</sup> SIMSR Global Marketing Conference aims at examining the role of Conscious Consumerism in building, shaping and maintaining markets using consumer voice and wallet, influencing brand and marketing communications, promoting innovation, conscious entrepreneurship and building positive perceptions towards conscious consumption; from a variety of perspectives that would add to the body of knowledge in this evolving area. Academicians, educators, scholars, researchers, practitioners and students are invited to submit papers for this conference.

# Author Guidelines

Submission of the abstract will be made in Microsoft Word format to the Conference Co-ordination Committee, not later than 31<sup>st</sup> January, 2021 at [simsrglobalmktg@somaiya.edu](mailto: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 15<sup>th</sup> March, 2021. 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 15<sup>th</sup> April, 2021 for inclusion in Conference proceedings. Please click on Author Guidelines for extended abstract submission to send abstracts.

## Extended Abstract

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
- Managerial implications for theory and practice
- Keywords (maximum 5)

Extended abstract should be in Word Document

- Font and size: Times New Roman, 12 Point
- Line Spacing: 1.5
- Margins: 1 Inch
- Reference: APA Style





## 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 Opportunities

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Sponsoring Journals or publish an abstract only. Upon acceptance of the abstract, the author(s) agree to the following: (a) to release the copyright to the 16th 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 16th 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



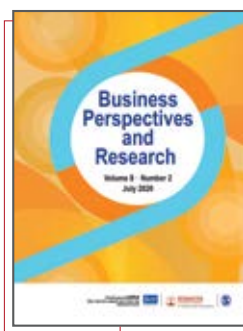
**Journal Name:** International Journal of Emerging Markets  
**Publisher:** Emerald Group Publishing  
**ISSN No:** 1746-8809  
**Category:** B



**Journal Name:** International Review on Public and Non-profit Marketing  
**Publisher:** Springer Nature  
**ISSN No:** 1865-1984  
**Category:** B



**Journal Name:** Journal of Research in Marketing and Entrepreneurship  
**Publisher:** Emerald Group Publishing  
**ISSN No:** 1471-5201  
**Category:** B



**Journal Name:** Business Perspectives and Research  
**Publisher:** SAGE Publication  
**ISSN No:** 2394-9937  
**Category:** C

# Supported Programme



# Conference Fee Details

Delegate Type	National (INR)	International (\$)
Corporate	5,000	200
Academician	3,000	100
PhD Student	2,000	75
PhD student of SVU Institutes	1,000	-
Management Student	500	50

# Conference Management Committee

**Prof. (Dr.) Dimple Kaul**  
Conference Chairperson

**Prof. Isaac Jacob**  
Co-Conference Chairperson

# Organising Committee

**Prof. (Dr.) Abha Wankhede**

**Prof. (Dr.) Brajesh Bolia**

**Prof. (Dr.) Ramki Y**

**Ms. Navnit Chandel** - Conference Manager

**Prof. Ralston Rajvaidya**

**Dr. Nelli Kozlova** - Conference Advisor

**Prof. (Dr.) Kiran Sharma**

# Contact Us

**K J Somaiya Institute of Management**  
Somaiya Vidyavihar University,  
Vidyavihar (E), Mumbai-400077, India  
+91-22- 6728 3000 / 6728 3050 / 6728 3151

Email: [simsrglobalmktg@somaiya.edu](mailto:simsrglobalmktg@somaiya.edu)

Web: [simsr.somaiya.edu](http://simsr.somaiya.edu)