



**FORE School of Management
New Delhi**

INTERNATIONAL MARKETING CONFERENCE (FIMC) 2023

Marketing for Sustainability: Transformation through Innovation and Technology

December 15th-16th, 2023

About FORE School of Management (FSM), New Delhi

FORE School of Management, New Delhi is functioning under the aegis of the Foundation for Organisational Research and Education (FORE). FORE is committed to advancing Management Education, Research, Training, and Consultancy. Incorporated in 1981 as a non-profit institution, FORE has been working with industry and academia to create a learning ecosystem for innovative and sustainable business practices, and to build leaders in today's global business environment. At FSM, students are expected to have an enriching and life-turning experience enabling them to reach new heights in their professional lives. Located in South Delhi, FSM provides contextual learning and helps develop students as thinking professionals who can meet tomorrow's corporate leaders' future challenges. The programs develop multiple skills, including managerial decision-making, problem-solving, analytical reasoning, communication, creativity, and innovation.

About the Conference

FSM takes pleasure in inviting faculty members, research scholars, PG/UG students and corporate professionals to register, participate and contribute to the extant knowledge of management through submitting and presenting your research work at the FSM International Marketing Conference (FIMC) 2023. FIMC 2023 is organised to bring academicians and industry experts on one platform, deliberate on the challenges of sustainable marketing in emerging business scenarios, and suggest innovative ways to overcome them in the current age of technology. This conference will serve as a platform for researchers, scholars, and industry experts to share their latest findings and innovations in various fields. The conference will be held on campus over two days and feature keynote presentations and research paper presentations from diverse speakers and participants.

Conference Mode : Offline
Date : December 15th-16th, 2023
Venue : FORE School of Management, New Delhi

Theme of the Conference

The theme of the conference is *"Marketing for Sustainability: Transformation through Innovation and Technology,"* and we encourage submissions that creatively address latest developments in the field of sustainability with the perspective of marketing globally.

Sub-themes

- Sustainable Marketing: Issues and Challenges
- Contemporary Indian Marketing Environment
- Direct and B2B Marketing
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Digital and Social Media Marketing
- Emerging Technologies in Marketing
- Fintech Marketing
- Circular Economy for Sustainability
- Marketing and Finance Interface
- Managing Distribution Logistics
- International Marketing & Marketing in Emerging Countries
- Marketing Models and Analytics
- Marketing and Supply Chain Management
- Marketing and Operations Management Interface

Conference Speakers



Prof. V. Kumar
 Professor of Marketing, and
 Goodman Academic-Industry Partnership
 Professor, Goodman School of Business,
 Brock University, Canada



Prof. K. Sivakumar
 Arthur Tauck Chair & Professor of Marketing
 Lehigh University, USA



Prof. Dimitrios Buhalis
 Professor of Marketing, Strategy & Innovation,
 Bournemouth University, UK



Prof. Asit K. Barma
 Director & Professor of Marketing
 BIM Trichy, India



Prof. Weng Marc Lim
 Dean, Sunway Business School,
 Sunway University, Malaysia



Prof. Sudhir Rana
 Program Director at CoHME,
 Gulf Medical University, UAE



Prof. Majdi Quttainah
 Associate Professor of Management & Market-
 ing, College of Business Administration, Kuwait
 University, Kuwait

- Rural Marketing
- Green Marketing
- Product, Brand Management and Advertising
- Sales, Distribution and Retail Management
- Sports Management and Marketing
- Strategic Marketing
- Tourism, Hospitality & Destination Marketing
- Marketing and Human Resources Management Interface

Call for Papers

Faculty members, corporate professionals, research scholars, and PG/UG students are encouraged to send their original, unpublished work in the form of extended abstracts to the conference. The submissions are to be included in any one of the above sub-themes in line with but not limited to the conference theme.

Prize and Certificate

Overall top 3 papers will be given cash prize as follows:

First Prize	: INR 10,000/-
Second Prize	: INR 7,500/-
Third Prize	: INR 5,000/-

Certificate will be given to all registered participants.

Extended Abstract Submission Guidelines

The conference solicits only original, unpublished research papers, particularly relating to actual events and situations in management areas. All research papers will undergo a process of blind peer review. The extended abstract should be between 1,200 and 1,500 words in length including maximum of 8 relevant references. It should be typed on A4-sized paper using Times New Roman 14-point headings and 12-point body text. At least one of the authors must register, in order for the research paper to be presented at the conference and considered for publication.

Format for Extended Abstract

The first page should include the research paper title, the domain, and author details with contact numbers and email addresses. The length of the extended abstract should be 6 (maximum) pages. This limit includes the abstract (150 words), body of the text, figures, tables, and references. The extended abstract should include the following headings:

Abstract, Keywords (3 to 4); Introduction, Literature Review, Research Methodology, Results, Discussion, Conclusion, and References

Important Dates

Start date for submission	1 st August, 2023
Last date for submission	15 th October, 2023
Notification of acceptance	(on or before) 31 st October, 2023
Early registration	1 st November to 20 th November, 2023
Late registration	21 st November to 5 th December, 2023
Conference (FIMC 2023) dates	15 th – 16 th December, 2023

THE CONFERENCE TEAM

Organizing Team

Patron:

Dr. B.B.L. Madhukar

Chairman

FORE School of Management, New Delhi

Conference Chair:

Dr. Jitendra K. Das

Director General

FORE School of Management, New Delhi

Conference Convenor:

Dr. Ajay Kumar Pandey

Associate Professor of Marketing

FORE School of Management, New Delhi

Conference Co-Convenors:

Dr. Rahul Pratap Singh Kaurav

Associate Professor of Marketing

FORE School of Management, New Delhi

Dr. Ashutosh Pandey

Assistant Professor of Marketing

FORE School of Management, New Delhi

Dr. Rajarshi Debnath

Assistant Professor of Marketing

FORE School of Management, New Delhi

Dr. Surabhi Koul

Assistant Professor of Marketing

FORE School of Management, New Delhi.

Conference Advisory Board

- **Prof. V. Kumar**
Professor of Marketing, and
Goodman Academic-Industry Partnership Professor,
Goodman School of Business, Brock University, Canada
- **Prof. K. Sivakumar**
Arthur Tauck Chair & Professor of Marketing,
Lehigh University, USA
- **Prof. Dimitrios Buhalis**
Professor in Marketing, Strategy & Innovation,
Bournemouth University, UK
- **Prof. Makam Balaji**
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- **Prof. Atul Parvatiyar**
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Texas Tech University, USA
- **Prof. Asit K. Barma**
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Taylor's University, Malaysia
- **Prof. Yogesh K. Dwivedi**
Professor of Digital Marketing & Innovation,
Swansea University, UK
- **Prof. Sudhir Rana**
Program Director at CoHME, Gulf Medical University, UAE
- **Prof. Bipul Kumar**
Professor of Marketing, IIM Indore, India
- **Prof. Majdi Qutainah**
Associate Professor of Management & Marketing,
College of Business Administration, Kuwait University, Kuwait
- **Prof. Vinaytosh Mishra**
Associate Professor of Management, Digital Health
& Health Analytics, Gulf Medical University, Ajman, UAE

For submission of extended abstract (opens on 1st August, 2023):

CLICK ME  <https://forms.gle/nNNYG56nP1DQksSg8>

OR

SCAN ME 



For registration (opens on 1st November, 2023):

CLICK ME  <https://forms.gle/whxqhTADRYJ1cFX48>

OR

SCAN ME 



Bank Details

Name of Beneficiary : FORE School of Management
Account No. : 910010002240661
IFSC Code : UTIB0000015
Bank : Axis Bank Limited
Branch Address : Green Park, New Delhi – 110016
MICR Code : 110211003
SWIFT Code : AXISINBB015
IBAN : DE81501108006231605392
(Required if payment is in EURO)

Registration fee is payable **only online** in favour of FORE School of Management. On successful payment, the Transaction ID will be generated by the online system or the Bank. This ID along with a screenshot or receipt of the transaction must be mailed to fimc2023@fsm.ac.in. A registration confirmation mail will be sent within 7 working days once payment is confirmed.

Publication Opportunities

Selected research papers presented in the conference will have publication opportunities in the following journals after peer review processes.

- Journal of Global Marketing (ABDC-B, Scopus, ABS)
- FIIB Business Review (ABDC-C, Scopus, WoS, ABS)
- Global Business and Organizational Excellence (ABDC-C, Scopus)
- Indian Journal of Marketing (ABDC-C, Scopus)
- Abhigyan (IBSS, EBSCO, Indian Citation Index)
- Review of Management Literature (RoML), Emerald publishing

Registration Fees

S. No.	Category	Fee (per participant per paper)
1	Corporate Professionals	INR 6,000
2	Faculty Members from India in case of early registration (paper presenters)	INR 4,000
3	Faculty Members from India (paper presenters)	INR 6,000
4	Research Scholars from India in case of early registration (paper presenters)	INR 2,000
5	Research Scholars from India (paper presenters)	INR 3,000
6	PG/UG Students from India (paper presenters)	INR 2,000
7	Attendees/Scholars from India (without paper presentation)	INR 1,500
8	Foreign Academicians/Faculty Members/Research Scholars (paper presenters)	\$ 200
9	Foreign Attendees/Scholars (without paper presentation)	\$ 100

For more information, please visit the webpage:
<https://www.fsm.ac.in/conference/fimc2023/>

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