2012 ACADEMY OF INDIAN MARKETING
INTERNATIONAL CONFERENCE
ON

INNOVATION IN MARKETING FOR
EMERGING MARKETS
Global Challenges and Opportunities

CALL FOR PAPERS

Dates:  
July 29-31, 2012

Venue:  
BANGALORE, INDIA

Submission Deadline: February 15, 2012

Conference Co-Chairs

Dr. Jagdish N. Sheth, Emory University, USA; Founder - Academy of Indian Marketing
Dr. V. Kumar, Georgia State University, USA; Co-Founder - Academy of Indian Marketing
Dr. Madhukar Angur, Alliance University, Bangalore
Dr. Piyush Kumar Sinha, Indian Institute of Management, Ahmedabad

Conference Website
www.aoim.in
www.academyoim.org
“INNOVATION IN MARKETING FOR EMERGING MARKETS”
Global Challenges and Opportunities
July 29-31, 2012

FOCUS AND OBJECTIVES

A “momentous and gigantic shift” is taking place today in the global economy because of the growing clout and sudden burst of emerging markets in the world economic scenario. Emerging markets have expanded to several countries in Asia, Latin America, Central and Eastern Europe, the Middle East and also a few countries in Africa. India, China, Brazil and Russia, referred to collectively as BRIC, are among the largest emerging markets in the contemporary global world.

The emerging markets have brought about a metamorphic change in world trade, commerce, markets and the balance of power. Their share of the total merchandise exports is now over 40%. They account for 20% of the world economy and in the coming 25 years it is projected that these will grow up to 50%. Two thirds of the global Forex resource is with them. Over 70 Fortune 500 firms are from the emerging economies. “A new breed of world class companies” from these economies is expanding their global operations fast through mergers and acquisitions.

A new global order emerged recently when a group of 20 nations, comprising both developed and emerging economies including China, Brazil, India etc., replaced the elite club of rich nations called the Group Eight as the global forum for economic policy. The rise of new economic powers, faster integration of the world economy and the growing power of information technology are likely to trigger dramatic changes and transform the global economic landscape in the coming years.

Although with faster economic growth, rising incomes and growing population, emerging markets offer enormous marketing opportunities, several multinationals failed in these markets when they tried to follow the traditional marketing models that work in developed markets. The unique cultural characteristics and tradition and dynamics of consumer behavior in emerging economies demand a different marketing strategy and sales program for achieving success.

It is against this backdrop that the three-day Bangalore conference on “Innovation in Marketing for Emerging Markets: Global Challenges and Opportunities” is organized by Academy of Indian Marketing (AIM), and Alliance University School of Business, Bangalore. The Conference brings together a distinguished panel of speakers, including academics from renowned business schools, management thinkers, marketing experts, senior government policy makers and businessmen across the world to share their insights and hindsights on how global business firms should respond realistically to the concept of innovation in emerging markets and prepare for tomorrow’s global competitive challenges.
Areas Covered:

The conference covers a wide range of themes and topics related to innovation in emerging markets with a global perspective.

- **Strategic Innovation in Emerging Markets**: Companies may treat the emerging markets as if they are an extension of their business, that is, as a source of incremental revenues for existing products and services. Will this strategy work in emerging markets? In this context, what are the strategic innovations of marketing/management to be kept in mind while entering emerging markets? What are the lessons learnt from the innovation strategies of global companies in emerging markets?

- **Innovation in Branding**: Innovation issues related to brand-building and product innovation are important to enter in the emerging markets. It is necessary to know what differences in innovation in brand and product design management can satisfy the demand of the market.

- **Innovation in Retailing and Distribution**: For new and emerging markets, innovation issues related to the new findings in retailing and distribution are areas of research. Depending upon the demand of the country and based on the nature of market, retailing and distribution strategies need to be designed.

- **Marketing Communication Strategies in Emerging Markets**: One of the very important aspects of new entrant strategies in emerging market is the accurate communication strategies. A new innovation in the communication strategies can be a winning factor for the organizations.

- **Marketing: Looking beyond the obvious buyer and at those at the Bottom of the Pyramid**: Concepts of effective demand and purchasing power must find a place in marketing campaigns. What are the innovative marketing strategies to reach out to the poor? Should there be a corporate agenda for poverty alleviation? Alternatively, should there be public-private partnerships for upliftment of the poor?

- **Competitive Strength of Emerging Markets**: Emerging markets are becoming regional economic powerhouses with a large population, huge resource base and large markets. Firms in these countries have demonstrated their global marketing competence and are fast becoming world class leaders. What are the new competitive challenges they offer in the changing global economic landscape?

- **Innovation in Luxury Marketing**: With the changing dynamics of consumer behavior, luxury markets in emerging markets are fast growing. What are the innovative marketing programs required to tap this growing market segment? Will growth in China, South Asia and Central Asia cause Asia to overtake Europe and Americas as the largest global luxury market region?
• **Innovation and Cross-Cultural Issues:** The cross-cultural issues will provide more challenges and opportunities in emerging markets. There are several issues—cultural impact on marketing (domestic versus global); cross-cultural dimensions of marketing research; cross-cultural aspects of marketing mix strategy; and cross-cultural marketing education and training. How will new generation innovation strategies help to deal with cross cultural issues while forming marketing strategies?

• **Innovation in Services Marketing in Emerging Markets:** What are the emerging trends in the service industry in emerging markets? Medical Tourism, IT enabled services, Travel and Tourism, Educational Services, Financial Services and a variety of other services are growing fast in the emerging markets. What do we need more in terms of innovative service offered? What opportunities do they offer and what challenges are faced by the industry?

• **India and China: The rising powers in the Global Economy:** What are the lessons for MNCs in these countries? Have they succeeded in making local product adjustments, talent management and managing risks and failures? What tectonic shift is likely to take place because of the emergence of new super powers?

• **Ethical Issues and CSR:** With increased transnational corporate activity and movement of executives across regions matters of corporate conduct have assumed a new significance. What are the ethical issues to be addressed by the corporations in emerging markets?

• **Special Sessions:** Special sessions focusing on issues of innovation in marketing in specific regions, Asia, Middle East, South America, Africa etc will also be held as part of the conference depending on requests received from participants. One page special session and panel proposals may be sent to the concerned regional chair.

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Specific Guidelines for Submission of Competitive Papers

Manuscripts that explore new theoretical perspectives, suggest practical implications of existing theory, apply new tools to innovation management in emerging markets, provide insight for research drawn from innovation in marketing practices and consumer behavior in emerging markets and insightfully synthesize one or more important bodies of relevant literature applicable to emerging markets are invited.

- An electronic version (MS Word or pdf file format) of the full paper is to be submitted via the online submission process. Manuscripts submitted are expected to contain original work, which have not been published elsewhere in any form—abridged or otherwise.

- Manuscripts should not exceed 20 double spaced pages, prepared in 12 point font size including tables and graphs, for full paper. The paper should be accompanied by the title page with the author’s full name, phone number, e-mail address, designation, organizational affiliation and title of the paper. The entire paper needs to be submitted via the online submission process in order for it to be reviewed for acceptance. For additional information about a specific track, please contact the Track Chair(s) of that specific track.

- If you prefer to publish only an Extended Abstract, you can submit a 5-page version of your paper and that will be competitively reviewed. If accepted, it will be published only as an Extended Abstract.

- In order to encourage authors to submit their best work to the Conference, the option of publishing only a 2-3 page summary in the conference proceedings as opposed to the entire paper is offered. At the time of submission, please specify to the track chair your preference for publication in summary or full-manuscript form, if your paper is accepted.

Specific Guidelines for Submission of Special Proposals

The objective of the Special Session Proposal is to acquaint marketing educators and researchers with new perspectives, theories and provocative ideas about innovation management in emerging markets. Proposals for special sessions should describe the topic and its importance to innovation management/marketing in the emerging markets, summarize the issues to be covered and identify individuals who will participate. Specificity of your Special Session Proposal is important.

- An electronic version of the Special Session Proposal should be directed to the Conference Co-Chairs. Manuscripts submitted are expected to contain original work, which has not been published elsewhere in any form—abridged or otherwise.

- Special Session Proposals must not exceed 5 double spaced pages, prepared in 12-point font size.
General Guidelines for Competitive Papers & Special Session Proposals

• Authors should avoid revealing their identities in the body or reference section of the paper. Prior to review, manuscripts will be converted to pdfs, eliminating all identifying information to preserve anonymity.

• Confirmation that your paper was received will be delivered via e-mail.

• Papers submitted will be evaluated using a double-blind procedure. Selection criteria include the general quality of paper, the clarity of presentation within the paper and the contribution of the paper to the understanding of innovation in emerging markets.

• For Competitive Papers, AIM will publish the work in entirety or in an extended 2-3 page summary form in the Proceedings which will be available at the Conference in the form of a digital storage device like CD/DVD. The choice does not influence the review process.

• The contents of the Special Session Proposals will not be published in the Proceedings by AIM.

• Original papers are sought for presentation at the Conference.

• In submitting Competitive Papers, the authors affirm that, if accepted—at least one author will register for the Conference, and will appear at the Conference to present their work.

• In submitting Special Session proposals, the organizer and listed participants affirm that, if accepted, all will register and appear at the Conference to present their work.

We are inviting several reputed peer reviewed Journals to consider publishing certain recommended papers from the Conference. We will keep you updated on this issue.

Important Dates for the Conference:

• Paper submission deadline: February 15, 2012
• Accept/Reject decisions announced: April 1, 2012
• Final papers due on electronic format: May 1, 2012
• Conference Registration deadline: May 15, 2012
CONFERENCE TRACKS AND CHAIRS (REGIONAL)

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Conference Registration Fee

- **Participants from Outside of India:**
  - *On or before May 31, 2012:* $400 (USD) or the equivalent in Indian Currency
  - *After May 31, 2012:* $500 or the equivalent in Indian Currency

- **Participants from India:**
  - *On or before May 31, 2012:*
    - Doctoral Students from AIM Chartered Members: Rs. 6,000
    - Doctoral Students from other Indian Institutions: Rs. 7,500
    - Faculty from AIM Chartered Institutions: Rs. 8,000
    - Faculty from Other Indian Institutions: Rs. 10,000
    - Corporates: Rs. 10,000
  - *After May 31, 2012:*
    - Doctoral Students from AIM Chartered Members: Rs. 7,500
    - Doctoral Students from other Indian Institutions: Rs. 10,000
    - Faculty from AIM Chartered Institutions: Rs. 10,000
    - Faculty from Other Indian Institutions: Rs. 15,000
    - Corporates: Rs. 15,000

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