

WHAT'S NEXT.....?

1st National Conference On Marketing – 2010

22nd – 23rd Jan'10

CALL FOR PAPERS

Organized by

Amity Business School

Amity University Rajasthan, Jaipur

Venue:

Amity Business School

Amity University Rajasthan, Jaipur

Dr. Muddu Vinay
Head

Mr. Rakesh Premi
Conference Chair

WHAT'S NEXT.....??

(1st National Conference on Marketing)

Introduction-

Marketing remains one of the most important functions of the business world and it has been evolving ever since its inception.

Change is the only permanent aspect of any business activity whether its strategy or operation, every aspect of business is ever changing and unquestionably marketing environment can be considered as the most dynamic. Marketing warfare has forced the organization to innovate the next phase of marketing.

This conference aims to explore and exploit various avenues of marketing for the benefit of academia and industry. Upcoming recent trends in marketing are providing lots of opportunities and development to the society and humanity. It has in other words revolutionized everything.

At Amity we acknowledge the need for a platform where industry warlords and think tanks from different education institutions should gather and share their ideas.

“What’s next” encompasses various aspects of marketing like agri-products, high-tech products, and different strategies of marketing.

The conference focuses on pooling in specialists from elite universities, research consultancies and business sectors and to provide stimulating environment for knowledge and exchange of various opportunities and challenges marketing function in India.

India, now on open economy has experienced vigorous growth for the past few years and is welcoming investments from all over the world. This will open more avenues for business establishment & fuel the need for innovative marketing game plans.

Sub Themes

1. Brand Management
2. Innovative Marketing Strategies
3. Foreseeing Challenges of Marketing
4. Marketing in Small Medium Enterprises
5. Web Marketing
6. Marketing of Agri – Products & Rural marketing
7. Paradigm shift in Marketing Styles
8. Marketing of Educational institutions
9. Movie Marketing
10. Marketing of Hi- tech Products (Robots & Artificial intelligence related products, Biotechnology related products)
11. Marketing of Financial products
12. Advertising using children artist
13. Mega Event marketing
14. International Marketing Strategies

Any other existing or emerging issue which is relevant with the theme of the conference can also be entertained with the permission of the academic committee.

Participants

- Students
- Research scholar
- Faculties
- Industry representative

Call for papers-

Original papers on the various above mentioned sub themes are invited.

The above mentioned sub-themes are only indicative and not exhaustive in coverage.

The contributor can include any other topic falling under the broad gamut of the main theme.

GUIDELINES FOR THE PAPER

Text format for abstract and full paper:

- *Paper size: A4 (8.27 x 11.69 Inches)*
- *Font type & size: Times New Roman, 12*
- *Spacing between lines: 1.5*
- *Margin on page edges: 1 Inch on all sides*

- We welcome only original and unpublished work in the field of marketing. Any proposal submitted to present identical or substantially similar work already published or under review for another conference or publication will not be considered.
- In the covering letter accompanying the manuscript, the contributor(s) should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication.
- Submit an electronic copy of the complete manuscript along with abstracts by December 20th 2010 through e mail at **whatsnext2010@gmail.com** The hard copy of the paper should be submitted to Mr. Rakesh Premi, Conference Chair, Amity University Rajasthan, Amity Business School, 14 Gopal Bari, Ajmer Road, JAIPUR.
- The contributors are requested to send the abstracts of their papers not exceeding 300 words.
- The academic committee will screen the abstracts & full paper. The abstracts and the full paper proved by the committee will be selected for the final presentation in the conference. All the accepted papers will be intimated to the respective authors only through e mail by the Conference Chair.
- The authors must register themselves for the conference by January 10th 2010 to ensure the inclusion of the paper into the conference program. Without registration, paper will not be included in the conference program.
- Tables, illustrations, charts, figures etc should be serially numbered and dully acknowledged. Sources of the data need to be given below each table.
- Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged.
- The first page of the manuscript should have the title of the paper, name of the author(s), organizations affiliation, complete mailing address, phone number, fax number(if any) and e mail address. *Kindly do not mention author(s) name, affiliation of any other such information inside the manuscript elsewhere.*
- Selected papers will be published in the form of a book.
- LCD projector/OHP will be available for presentation.

Important dates:-

Last date of submission of full-length paper	20 th Dec.'09.
Date of Notification of the accepted Paper (by mail)	30 th Dec.'09.
Last date for registration	10 th Jan.'10.
Date of Conference	22 nd -23 rd Jan.'10.

Registration Procedure and Fee

Once the paper has been selected for presentation by the academic committee, the Willing participants should fill the enclosed Registration Form and submit to the Organizers latest by Jan. 10th'09 along with requisite fee. Filled-in registration form can be sent electronically or by post. In case of electronic submission of registration form, requisite fee should reach organizers by the same date. Registration fee can be sent through demand draft or cash (in person).

The demand draft should be in favor of **Amity University Rajasthan, payable at Jaipur** and should be sent by post to Mr. Rakesh Premi, Conference Chair, Amity University Rajasthan, Amity Business School, 14 Gopal Bari, Ajmer Road, JAIPUR .(Please keep the courier receipt with you.)

Category of Delegate	Participants	Amitians
Students	Rs. 400	Rs. 150
Research scholars	Rs. 700	Rs. 600
Faculties	Rs. 1000	Rs. 350
Industry representatives	Rs. 1500	

Download registration form [\(PDF\)](#)

Conference Venue

Amity Business School,

Amity University Rajasthan Campus

Kant Kalwar, NH-8. Jaipur, Rajasthan.

Registration Terms and Conditions

A. Registration Process and Payment Methods

1. Registrants should obtain confirmation from the Registration Office before committing to associated travel arrangements.
2. Accommodation costs included in the conference registration fee.
3. Conference registrations will not be confirmed until the completed form and payment are received and processed by the organizers.

B. Cancellation Policy

1. Single AUR member and non-member conference registrations can be cancelled in writing or via email to the conference Chair's Office.
Phone cancellations are not accepted.

C. Miscellaneous

1. AUR accepts no responsibility for the loss of, or damage to, personal property.