Conference on
Innovative Strategies of Marketing In Present Era
at
CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION
29-30 October, 2015

About CITY BEAUTIFUL CHANDIGARH

SUKHNA LAKE
Sukhna Lake Chandigarh, India is a reservoir at the foothills of the Himalayas, the Shivalik hills. Sukhna is an inseparable part of the city of Chandigarh and is a sanctuary for many exotic migratory birds. It has been declared as a protected national wetland by the Government of India.

ROCK GARDEN
The Rock Garden is a Sculpture garden in Chandigarh, India, also known as Nek Chand's Rock Garden after its founder Nek Chand. Today it is spread over an area of forty-acres (160,000 m²), it is completely built of industrial & home waste and thrown-away items.

ROSE GARDEN
Zakir Hussain Rose Garden, is a botanical garden located in Chandigarh, India and spread over 30 acres (120,000 m²) of land, with 50,000 rose bushes of 1600 different species. The garden has the distinction of being Asia's largest.

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Conference on Innovative Strategies of Marketing In Present Era focuses on the core knowledge and major advances in the ever-expanding field of marketing. The program of the conference consists of two major events. The keynote forum will be addressed by renowned speakers from different states and industry experts who practice marketing in the real world. In the second event the focus of the conference will be concentrated on New Technologies and Innovations in Marketing, Branding, Corporate and marketing communication, B2C and B2B marketing and General Marketing Tracks through oral presentations by participants.

Chandigarh Business School of Administration carries a vision of moulding leaders for the challenging corporate world. It carries a very clear perspective of becoming an academically responsive institution to the requirements of the corporate world. The institution sets a benchmark to help shape up professionals for touching the highest echelons in professional growth. Today CBSA is a touch stone for others to follow as it has been rated among the best institutions in the country due to hard working professional system and world class infrastructure to assist the students in every manner for their growth. It has set for itself the goal to achieve innovations and capacity for adapting to the changes in business scenario. The Institute is proud of its highly competent, committed, well-experienced and qualified faculty.

The heart of any business success lies in its marketing. Today marketing is not about selling a product or running a promotional campaign. It's about winning the heart and soul of customers. Marketing is an art and science, whereas winning a customer is an art, complemented by quantitative analysis which is necessary for developing a successful marketing strategy. Hence it is imperative to redefine the scope of marketing.

The aim of the conference is to make this event a forum for the presentation in advances made and cutting edged research done in the field of Marketing. The conference will bring together industry leaders, educators, researchers and scholars from all over India.


Focus of the Conference will be on following topics:

Corporate and marketing communication
Corporate identity, image, reputation, Integrated Marketing Communications, Internal Communications, Organizational, Business and Management Communications, Promotional mix issues, Advertising, Direct Marketing, Sales Promotion, Marketing public relations, Corporate branding, Marketing Communication of non-profit and voluntary sector organizations, Web Advertising Effectiveness, Online Marketing Communication Research, Viral Marketing, Pharmaceutical Marketing Communications.

Product Development and Branding
Brand and corporate branding, Experiential branding and consumer experience management, Building, measuring and managing brand equity, Symbols, consumption and luxury branding, Brand portfolios and brand extension, Social branding and brand communities, Branding and sustainability, SME brand management, Branding issues B2B branding, Branding strategy, Brand portfolios and brand extension.

B2C and B2B Marketing

New Technologies and Innovations in Marketing,
Digital Marketing, Nonprofit, Social, Arts & Heritage Maketing and Green Marketing

Prominent Professor in the respective fields will review all the submissions and comment on the content of the research paper as well as on the presentation. Paper presenter will have 20 minutes to present their research work.

Submission Guidelines
1. The full paper can be sent in PDF or Word document by mail at marketingconference@cbs.edu.in
2. Papers submitted for the conference should be in English, in Times New Roman font, size 12, and typed in double space only on one side of the paper with a wide margin.
3. The editor and at least two members of the editorial board/ advisory board will review the paper. The name and affiliation of the author(s) will be removed before the paper is sent to a referee.
4. With the submission of the paper, the following items should be included on the first page:
   - Cover page showing the title of the manuscript, the name, affiliation, and full address of the author/s with email ID including undertaking that neither paper has been copy from any where else nor it has been presented in any conference.
   - Abstract of up to 150 words.
   - Five or fewer key words.

Paper in Absentia
Provision for paper presentation in absentia will exist. The fee in absentia will be same.

Publication
All the papers submitted or considered will be reviewed rigorously with a blind review process and timely authors will be updated for modifications and specific corrections.

Plagiarism is strictly prohibited.
Final version accepted will be published in conference proceedings or journal with ISBN number. All Participants will be given conference certificates at valedictory of the event.

Registration for Conference:
Delegate Fee - National Academicians: Rs. 1000/-
Delegate Fee - National Corporate: Rs. 2000/-
Research Scholars/Student: Rs. 500/-

Note: (1) Fee includes charges for High Tea, lunch & conference kit. (2) The DD should be drawn in favor of Chandigarh Business School of Administration, Landran, and mailed only by registered post to: Dr. Hitesh Katyal, CBSA, Kharar Banur Highway, Sector 112, Landran, Mohali, Punjab 140307, Phone: 9781925257 Fax: 0172-3984207. Once paid, the fee will not be refunded.

Important Dates:
Last Date for Submission of Abstracts: 10 September 2015
Intimation of Acceptance: 15 September 2015
Last Date of Submission of Full Paper: 5 October 2015
Last Date of Registration: 25 October 2015
Conference Date: 29-30 October 2015