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4th IIMA Conference on Marketing in Emerging Economies, January 5-7, 2011

IIMA, January 3, 2011: Indian Institute of Management Ahmedabad (IIMA) is holding the 4th IIMA Conference on Marketing in Emerging Economies from January 5-7, 2011. The Conference is a part of the series of the events planned to commemorate the Institute's golden jubilee celebrations. The conference is supported by Professor Labdhi R. Bhandari Memorial Fund, IIMA.

"Over the last six years the Conference has become a recognized leading platform to disseminate research pertaining to Marketing in Emerging Economies. We are very happy to witness the increase in participation in the conference over the years. With an acceptance rate of 25%, it ranks among the best conferences of the world", said members of the conference co-ordination committee which comprises Profs. Abhinandan Kumar Jain, Anand Kumar Jaiswal, Arvind Sahay and Piyush Kumar Sinha, faculty members of the Marketing Area, IIMA.

Professor Samir K. Barua, Director, IIMA will inaugurate the Conference at 9 a.m at Ravi J Matthai auditorium, IIMA Main campus on January 6.

Professor Johny K Johansson, Professor of International Business at the McDonough School of Business, Georgetown University will deliver the keynote address on January 6. Professor Kannan Srinivasan, Rohet Tolani Distinguished Professor of International Business at Tepper School of Business at Carnegie Mellon would deliver the concluding address on January 7.

Panel discussions on "Global Brand-building by Emerging Market Multinationals: Challenges and Solutions" and "Marketing in Emerging Economies -Agenda for Research" are scheduled on January 6 and 7 respectively.

In addition, the conference has 20 tracks, representing a broad range of topics relevant to marketing in emerging economies. Some of the tracks are: Consumer Behaviour, Branding, Strategies for Harnessing the Potential at the Bottom of the Pyramid, Strategic Marketing and Marketing of Services. Each of these tracks are being chaired by the distinguished marketing fraternity. The fourth conference has also initiated an effort to compile bibliography of research on marketing in emerging economies. The first such bibliography and the methodology used to prepare it, is a part of the conference.

The conference aims to bring together researchers and academicians from across the world and provides an unique opportunity to marketing professionals in India to share their ideas and research with some of the best in the world.

The number of abstracts submitted has been increasing exponentially over the past three conferences. For 2011 we have received 441 abstracts (as against 257 in 2009, 206 in 2007 and 107 in 2005). The number of participating countries has been also reached to 23 (as against 18 in 2009, 17 in 2007 and 15 in 2005).

This year the submissions came from Australia, Bangladesh, Brazil, Canada, China, France, Indonesia, Iran, Japan, Korea, Netherlands, New Zealand, Pakistan, Portugal, Rwanda , South Africa, Spain, Sultanate of Oman, U.A.E, Vietnam, United Kingdom, U.S.A and India. These abstracts have undergone a rigorous double blind reviewing process by an international panel of 113 reviewers from reputed universities. The Conference will see the presence about 250 participants at IIMA.