

## **IIMA PRESS RELEASE 2008-09**



### **International Marketing Conference at IIMA:**

**3rd IIMA Conference on Marketing Paradigms for Emerging Economies,  
January 7-9, 2009**

IIMA, January 6, 2009: The 3rd IIMA conference on Marketing Paradigms for Emerging Economies scheduled from January 7-9, 2009, would provide a special forum to present and discuss research in marketing, specifically those related to Emerging Economies. The conference aims to bring together researchers and academicians from across the world and provides a unique opportunity to the marketing professors in India and abroad to share their ideas with some of the best in the world.

“Being the only Conference on this subject, over the last five years IIMA has been able to provide a platform to several professionals and academia to contribute to the thought process in the areas relevant to emerging economies. Out of 257 entries received this year, 95 selected papers would be presented at this conference. With participation from marketing professors and practitioners from 18 countries, the conference is a global event at IIMA,” said Prof. Samir Barua, Director, IIMA. The conference is supported by Infosys and Professor Labdhi R. Bhandari Memorial Fund, IIMA. *(Conference Program available towards the end of the Press Note)*

We have received 257 abstracts (as against 206 in 2007) from 18 countries (Australia, Brazil, Fiji Islands, Finland, France, Germany, Indonesia, Korea, Pakistan, Portugal, Sharjah U.A.E, Sultanate of Oman, Turkey, Vietnam, United Kingdom, U.S.A and India). These abstracts have undergone a rigorous double blind reviewing process by 67 marketing professors from reputed universities across 15 countries. 95 papers (as against 74 in 2007) are scheduled for presentation, of which 21 papers are from abroad and the rest from India.

Professor John Dawson, University of Edinburgh, UK, would deliver the keynote address on “Models of Retailer Internationalization, Processes: Critique and Implications for

Emergent Economies“, on January 8, 2009 at the RJMCEI Auditorium, IIMA. Prof Dawson is actively involved in research activity into a number of areas linked to innovation in retailing. Professor Dawson is the Professor of Marketing at the University of Edinburgh, Professor of Retail Studies at the Institute for Retail Studies, University of Stirling, Visiting Professor in ESADE, Barcelona, and also Distinguished Professor, University of Marketing and Distribution Sciences, Kobe, Japan. He is a Fellow of Royal Society of Edinburgh.

The Conference would be attended by about 225 participants. Some of the companies who are likely to be present include Inorbit Malls, DRDO, HSBC, Glaxo Smithkline (USA), ICICI Prudential Life Insurance Company Limited, ING Vysya Life Insurance, Johnson & Johnson Medical, Elecon Engineering Ltd, SAIL, RKWIUL-Wadhawan Holdings (P) Ltd and Management Solutions.

“We are very happy to witness the increase in participation in this conference over the year. With an acceptance rate of less than 50%, it ranks among the best conferences of the world. The participation of industry professional is an added feather to the event. We are thankful to Infosys for joining hands in our endeavour”, said Prof Piyush Sinha and Prof. Prathap Oburai, Faculty in the Marketing area at IIMA and Members, Conference Co-ordination Committee.

The paper presentations would begin on January 08, 2009 after the conference inauguration at 9.00 am. Earlier on January 07, 2008 participants would register for the event.

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# 3<sup>rd</sup> IIMA Conference on Marketing Paradigms for Emerging Economies, 2009

**January 7, 2009 Wednesday: - REGISTRATION of Participants**

<b>PROGRAMME</b>		
<b>THURSDAY, JANUARY 8, 2009</b>		
8.30 to 8.45 a.m.	TEA	
9.00 to 10. 30 a.m.	<b>Inauguration of the Conference and Keynote Address</b>	<b>Venue:</b> RJMCEI Auditorium
10.30 to 11.00 a.m.	TEA	
11.00 a.m. to 1.00 p.m.	<b>PAPER PRESENTATIONS</b>	<b>Venue:</b> KLMDC
<b>SESSION 1</b>	<b>Track 1A</b>	Consumer Behaviour
	<b>Track 2A</b>	Managing Marketing Environment
	<b>Track 4</b>	Opportunity Identification and Assessment
	<b>Track 5A</b>	Managing Market Offers
1.00 to 2.00 p.m.	LUNCH	
2.00 to 4.00 p.m.	<b>PAPER PRESENTATIONS</b>	<b>Venue:</b> KLMDC
<b>SESSION 2</b>	<b>Track 1B</b>	Consumer Behaviour
	<b>Track 2B</b>	Managing Marketing Environment
	<b>Track 5B</b>	Managing Market Offers
	<b>Track 6A</b>	Strategies for Harnessing the Potential at the Bottom of the Pyramid
4.00 to 4.15 p.m.	TEA	
4.15 to 6.15 p.m.	<b>PAPER PRESENTATIONS</b>	<b>Venue:</b> KLMDC
<b>SESSION 3</b>	<b>Track 1C</b>	Consumer Behaviour
	<b>Track 1D</b>	Consumer Behaviour
	<b>Track 5C</b>	Managing Market Offers
	<b>Track 5D</b>	Managing Market Offers
<b>FRIDAY, JANUARY 9, 2009</b>		
9.00 to 11.00 a.m.	<b>PAPER PRESENTATIONS</b>	<b>Venue:</b> KLMDC
<b>SESSION 1</b>	<b>Track 1E</b>	Consumer Behavior
	<b>Track 6B</b>	Strategies for Harnessing the Potential at the Bottom of the Pyramid
	<b>Track 3</b>	Competitive Scenarios
11.00 to 11.15 a.m.	TEA	
11.15 a.m. to 1.15 p.m.	<b>PAPER PRESENTATIONS</b>	<b>Venue:</b> KLMDC
<b>SESSION 2</b>	<b>Track 1F</b>	Consumer Behavior
	<b>Track 5E</b>	Managing Market Offers
	<b>Track 5F</b>	Managing Market Offers
1.15 to 2.00 p.m.	LUNCH	
2.15 to 3.30 p.m.	<b>PANEL DISCUSSION</b>	<b>Venue:</b> RJMCEI Auditorium
3.30 to 4.30 p.m.	<b>CONCLUDING SESSION</b>	<b>Venue:</b> RJMCEI Auditorium
4.30 to 5.00 p.m.	TEA	