



CMEE
Centre for Marketing
in Emerging Economies



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Presents

13th Annual Conference

of

Emerging Markets Conference Board (EMCB)

Theme : Future of Marketing in Emerging Markets: Looking ahead



18-21 December 2024

Venue

Indian Institute of Management Lucknow – Noida campus

B-1, Institutional Area, Sector – 62, Noida – 201307, Uttar Pradesh, India



18-19 December 2024
Pre-conference Workshop on Teaching & Practicing Marketing Research

19-21 December 2024 : Main conference

Sponsor for Best Paper Award



Register Your Interest

In association with



cmeeconference@iiml.ac.in

www.iimlcmee.in/emcb2024

+91-9140572297, +91-8826280997



Call For Paper

The Centre for Marketing in Emerging Economies (CME) at the Indian Institute of Management Lucknow - Noida campus, is pleased to announce the 'Call for Papers' for the '13th International Conference of the Emerging Market Conference Board (EMCB), on the theme 'Future of Marketing in Emerging Markets: Looking Ahead,' to be conducted during 18 - 21 December, 2024 at IIM Lucknow - Noida campus. As a prelude to the conference, there will also be a two-day on-campus workshop on the topic 'Teaching & Practicing Marketing Research, on 18 - 19 December, 2024. This prestigious event, supported by a consortium of leading academic institutions, corporate and public sector enterprises, promises to be a landmark gathering of scholarly discourse, knowledge exchange, and innovations in the field of marketing. Following the legacy of more than a decade, the EMCB conference serves as a premier platform for scholars, researchers, practitioners, and industry professionals to explore the evolving landscape of marketing in emerging markets. With the rapid pace of globalization, technological advancements, and socio-economic transformations, the conference aims to shed light on the latest trends, challenges, opportunities, and best practices shaping the future of marketing strategies in these dynamic economies



Conference Theme



The conference theme, 'Future of Marketing in Emerging Markets: Looking Ahead,' is open to submissions that delve into the ever-changing terrain of emerging economies' marketing strategies, trends, and possibilities. We welcome articles that provide fresh perspectives, empirical analysis, theoretical frameworks, case studies, and creative methods for comprehending and influencing how marketing will develop in these dynamic and changing marketplaces

Objectives of the Conference

1. Knowledge Exchange & Exploration: Facilitate the exchange of cutting-edge knowledge, research findings, and best practices in marketing within emerging markets, while exploring emerging trends, innovations, challenges, and opportunities shaping the future of marketing strategies

2. Cross-disciplinary Collaboration & Practical Applications: Foster cross-disciplinary dialogue and collaboration among academia, industry, public sector enterprises, and other stakeholders, aiming to identify practical implications and actionable strategies for marketers, businesses, policymakers, and other stakeholders operating in emerging market contexts

3. Global Perspective, Publication, and Recognition: Provide a platform for gaining insights from a global perspective, offering publication opportunities and recognition for outstanding contributions to marketing research, innovation, and practice in emerging markets, while promoting networking, collaboration, and partnership building among scholars, researchers, practitioners, and industry professionals. These objectives aim to create a vibrant, inclusive, and impactful conference experience that fosters learning, collaboration, innovation, and growth in the field of marketing within emerging markets





Conference Chair



Prof. Naresh K. Malhotra

Marketing Legend; Regents' Professor Emeritus –
GeorgiaTech, Scheller College of Business, USA;

Chair - Apex Advisory Board,
CMEE IIM Lucknow

Conference Co-Chair



Prof Satyabhusan Dash

Professor - Marketing;
BPCL Chair Professor in Customer Care,
Chairperson – CMEE;
IIM Lucknow

Conference Patron



Prof. Archana Shukla

Director, IIM Lucknow
Chair - Governing Board – CMEE
IIM Lucknow

Conference Organising Committee



Prof. Anirban Chakraborty



Prof. Anita Goyal



Prof. Ashish Dubey



Prof. Devashish Das Gupta



Prof. Krishnan Jeesha



Prof. Pradeep Kumar



Prof. Prem Prakash Dewani



Prof. Priyanka Sharma



Prof. Rajeev Kumra



Prof. Rajesh K Aithal



Prof. Sushant Kumar



Prof. Vishakha Chauhan



Important Dates

S. No.	Activity	Date
1	Last Date for Submission of Abstracts (For-authors)	30-Sep-2024
2	Date for Communication of Acceptance of Abstract	By 15-October-2024
3	Last Date of Submission for Best Paper Award (For-authors)	15-November-2024
4	Last Date to Register for Conference/Pre-conference workshops (For authors)	15-November-2024
5	Last Date to Register for Pre-Conference Workshop/Conference (For non-authors/participants)	30-November-2024
6	Pre-Conference Workshop	18-19 December 2024
7	Conference Inauguration	19- December 2024
8	Main Conference	19-21 December 2024
9	Valediction	21-December 2024





Conference Tracks

1. Understanding Consumer Buying Behavior
2. Managing Customer Relationships
3. Understanding Cross-cultural Issues in Design & Implementation of Marketing Strategy
4. Developing a Winning Channel Strategy
5. Developing Digital Strategy
6. Enhancing the Effectiveness of Marketing Communications
7. Developing Winning Personal Selling and Sales Management Strategy
8. Strengthening Company Products and Brands
9. Marketing Research Methods and Tools to Capture the Voice of the Customers
10. Effective Retail Strategies to Attract and Retain Customers
11. Enhancing the Effectiveness of Services Marketing
12. Linking Technology, Product Innovation, and B2B Markets with the Customer Needs
13. Incorporating Voice of the Customer in Marketing Education & Case Teaching
14. Developing a Successful Marketing Strategy on Emerging Issues in Marketing

For detailed description about the conference tracks, please click on the link below

https://drive.google.com/drive/folders/1v91uVqbN0ZuL_Yoi1UrwZj7BJXqPgF3b?usp=drive_link

Mode of Submission

The interested author(s) may make submissions, using the Easy Chair online platform/website. The link for online submission is mentioned below:

Easy Chair Link: <https://easychair.org/conferences/?conf=emcb2024cmeeiimlnoid>



Author Guidelines

Please visit the web-link link below/scan QR code below, to access the detailed Author's guidelines: https://drive.google.com/drive/folders/1v91uVqbN0ZuL_Yoi1UrwZj7BJXqPgF3b?usp=sharing

Submission of the abstract to be made in .docx format (Microsoft Word), on or before the last date. The author(s) should clearly mention under which conference abstract is being submitted. All abstracts will be blind reviewed and only those approved by the reviewers will be selected further. Upon the announcement/notification of the initial acceptance, the extended abstracts not exceeding 1000 words and maximum 2000 words to be submitted later. Selection of papers for presentation will be based on the quality of abstracts. Submitted abstracts must include a clear indication of the research objective(s), research methodology employed, major results, managerial implications, and key references. The revised abstracts must be submitted for inclusion in digital conference proceedings.



For more details, please refer to the detailed author guidelines

Length	Minimum of 1000 words; Max of 2000 words (including title and key references)
Margin	2.5 cm or 1 inch throughout (left, right, top, and bottom)
Orientation	Portrait
Font	Times New Roman, 12 points
Line spacing	105 lines (for the main text of extended abstract) & Single (for key references)
Title	Title of paper, name(s) of author (s), affiliation (s), contact details

Best Paper Award

A Best Paper Award will be presented to honor exceptional contributions made to the field of marketing in emerging economies. The conference's theme ought to be prominently highlighted throughout the paper. To know more about Best Paper Awards conducted in the earlier conferences, please click the below link

Link: https://drive.google.com/drive/folders/1v91uVqbN0ZuL_Yoi1UrwZj7BJXqPgF3b?usp=drive_link

Emerald Publishing India will be recognizing with Best Paper Award



Publication Opportunity

Only the extended abstracts will be published in the Conference Proceedings (with an ISBN number). The following journals have confirmed that we should encourage participants to submit their best manuscripts directly to the journals through their respective web sites. Please strictly follow the journal's submission guidelines. All manuscripts will go through the regular review process. On the author acknowledgement page, please mention that your paper was presented at the 2024 Annual Conference of the Emerging Markets Conference Board.

[Health Marketing Quarterly](#) (A Taylor and Francis Journal)
 International Journal of Consumer Studies (A John Wiley & Sons)
[International journal of market research](#) (A Sage Publication)
 International Journal of Advertising (A Taylor and Francis Journal)
 Journal of Services Marketing (An Emerald Publication)
[Journal of Service Management](#) (An Emerald Publication)
[Journal of Indian Business Research](#) (An Emerald Publication)

*More journals will be updated soon. The details of the publication of the past conference, can be accessed here. Link <https://www.iimcmee.in/research-publications/>

Two-Days Pre-Conference Workshop on Teaching & Practicing Marketing Research Date: 18-19 December 2024

CME's offering this program is aligned with its goal of bringing state-of-the-art marketing research practices to the Indian and international markets, raising quality standards in marketing research, and developing more effective marketing strategies. Marketing research is regarded as a foundational topic in marketing education and comprises one of the most important components of marketing practice. Many instructors, however, often consider marketing research a challenging topic to teach and a dry subject for the participants to learn. This workshop attempts to provide an innovative teaching methodology in a way that will engage the participants across industry, academia, and public sector. An attractive curriculum comprising hands-on exercises, case studies, and group projects will be shared to address the challenge of teaching and practicing marketing research. Participants will be exposed to emerging facets of qualitative and quantitative marketing



research tools and techniques commonly used in marketing and consumer behavior research for marketing decisions. Also, this workshop is a one-time opportunity for marketing research practitioners to understand the process of conducting marketing research in depth.

Key highlights of workshop

- Introduction to Marketing Research, Pedagogy of Teaching Marketing Research,
- Defining the Problem, Research Design, Measurement & Scaling
- Basic and Advanced Quantitative Techniques
- Practicing Qualitative Marketing Research
- Special Session(s) on Data Visualization with Tableau & Capturing Consumer Insights through Machine Learning
- Plenary Session/Panel Discussion on 'Emerging Trends in Marketing Research', involving renowned speakers and participants across industry, academia and public sector

Who should attend

Industry professionals/Entrepreneurs across various domain(s) such as:

Marketing Research, Marketing Analytics, Customer Experience, Big Data, social media, Data Science, Machine Learning, Data Visualization, Business Intelligence, Brand Management, Product Development & Innovation, UX/UI design & development, Independent Researchers, Consultants, Entrepreneurs who are buyers of marketing research services

Students & Research Scholars

- Students enrolled in academic programs at UG
- Doctoral & Research scholars

Academicians & Faculty Members

- Full-time/Part-time faculty members at academic/training institutes

Participation Certificate

The 'Certificate of Participation' will be awarded to all the registered participants, upon the successful completion of the workshop





Fee

(For participants from India & SAARC countries)

S. No	Event Type	Fee*# (on-campus mode)	Fee*# (online mode)
1	Pre-Conference Workshop: (18-19 December 2024)	Rs. 7000/-	Rs. 4000/-
2	Main Conference: (19-21 December 2024)	Rs. 9000/-	Rs. 5000/-
3	Combo Registration: Pre-Conference + Main Conference (18-21 December 2024)	Rs. 14,000/-	Rs. 9000/-

*plus taxes as applicable #Discount categories, as applicable are mentioned below

Fee (For International Participants)

S. No	Event Type	Fee (on-campus mode)	Fee (online mode)
1	Pre-Conference Workshop: (18-19 December 2024)	USD 100	USD 60
2	Main Conference: (19-21 December 2024)	USD 130	USD 70
3	Combo Registration: Pre-Conference + Main Conference (18-21 December 2024)	USD 200	USD 130

Please note:

- Since this event is being conducted in a hybrid/phygital mode, participants who wish to join through online mode will only have access to workshop sessions and panel discussions

Discount Categories (participant can avail ANY ONE category)

- **Student Discount: 25%** (for UG, PG, PhD enrolled Students, Research Scholars)
- **CME E Members: 15%** (Corporate/Institutional)
- **Group Discount-1: 15%** (for minimum four participants within same organization/institution)
- **Group Discount-2: 10%** (for minimum two participants within same organization/institution)
- **SICI Members: 10%** (Shastri Indo-Canadian Institute)
- **MRSI Members: 10%** (Marketing Research Society of India)
- **AIM Members: 10%** (Academy of Indian Marketing)
- **IIM Alumni: 10%** (any bona fide alumni who has completed full-time academic programme at IIMs, any alumni status as received under the Management Development Programme/Executive Education will not be considered.)

For a complete breakdown of fees, discounts, and amounts payable, please refer to the calculation sheet mentioned in this link- <https://shorturl.at/Lvg4z>



Accommodation

The participants and attendees are requested to make their own accommodation arrangements. Please find below the list of hotels for ready reference.

Hotels opposite IIM Lucknow-Noida campus

Park Ascent
 Hotel Park Ascent
 Ascent Biz
 Marks Hotel
 Sarla Hotel Inn

Hotels within 05 kms :

Bloom Hotel, C-Block, Sec-62, Noida
 Radisson, Sec-58, Noida
 Radisson Blu, Kaushambi, Ghaziabad

Participants and Attendees who wish to opt for accommodation may please directly contact the hotels.

How to register

Step 1 : The authors/non-authors/ can make the online fee payment using the Online Payment Gateway, powered by Axis Bank, the official banking partner of IIM Lucknow-Noida campus.

Step-2 : The authors/non-authors need to duly fill & submit the online registration form via Google Forms/Conference website (to be notified soon), for updates, please visit:

www.iimlcmee.in/emcb2024

Mode of Payment

1. Demand Draft in favor of IIM Lucknow-Noida campus, payable at Noida

2. Online Fee Payment Gateway(Card/NEFT/IMPS)

Link: <https://easypay.axisbank.co.in/easyPay/makePayment?mid=NjEzOTQ%3D>

3. Bank Transfer

Account Name: IIM Lucknow-Noida campus
 (Indian Institute of Management Lucknow - Noida campus)
 Bank Name: Axis Bank, Noida
 Bank Address: B-2, Sector-26, Main Branch, Noida
 Bank A/c No.: 022010100356060
 IFSC: UTIB0000022
 MICR: 110211004
 Swift Address: AXISINBB022

4. SCAN THE UPI QR CODE OF IIML NOIDA, PROVIDED HERE

Scan and pay



Online Registration Form

After making the payment, the participants (authors/non-authors) may kindly make the online registration by clicking the link below.

Link: https://docs.google.com/forms/d/e/1FAIpQLSdWv-xh1DmYnagL1fKKLqt265hwfNFqAslt2zaaA1r0vKxWig/viewform?usp=sf_link



Contact information

For any information, please feel free to reach out to:

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Previous conferences

- 2012 in Noida, India: hosted by IIM Lucknow - Noida campus
- 2013 in Port Elizabeth, South Africa: hosted by Nelson Mandela Metropolitan University
- 2014 in Noida, India: hosted by IIM Lucknow - Noida campus
- 2015 in Dubai, UAE: hosted by Institute of Management and Technology (IMT), Ghaziabad
- 2016 in Bangkok, Thailand, hosted by Chulalongkorn Business School, Chulalongkorn University
- 2017 in Noida, India: hosted by IIM Lucknow - Noida campus
- 2018 in Johannesburg, South Africa, hosted by WITS Business School, University of Witwatersrand
- 2019 in Ghaziabad, India: hosted by Institute of Management and Technology, Ghaziabad
- 2020 in Ljubljana, Slovenia: hosted by School of Economics and Business (online)
- 2021 in Puebla, Mexico, hosted by UPAEP
- 2022 in Ljubljana, Slovenia, hosted by School of Economics and Business
- 2023 in George, South Africa: hosted by Nelson Mandela University


CME
 Centre for Marketing
 in Emerging Economies

**Nelson Mandela
 Metropolitan
 University**

**CHULALONGKORN
 BUSINESS SCHOOL**

**UNIVERSITY OF THE
 WITWATERSRAND
 JOHANNESBURG**
WBS Wits
 Business
 School
Scripting global leaders

NELSON MANDELA
 UNIVERSITY

About CME

Established in 2012, CME is a Centre of Excellence at the strategically located Noida campus of IIM Lucknow. Keeping in mind its vision of becoming a global centre of excellence in generating and imparting knowledge in the field of management, CME is a lively resource centre for scholars, academicians, marketing research practitioners, public sector functionaries, and corporations from around the world who have an interest in emerging economy markets. Celebrating its 12th year, CME has been successfully achieving its objectives of continuous education, research and publication, and networking. The centre is driven with able guidance from an eminent panel of globally renowned academicians and senior industry magnates who constitute its Governing Body & Research Team. Over the years, the centre has conducted 26 workshops and 03 international conferences with over 1200 participants from industry and academia. The papers presented have been published in internationally acclaimed journals. The centre has published 17 research handbooks and 03 conference proceedings. To know more about CME's activities, please visit www.iimcmee.in

GLIMPSES OF PAST CONFERENCES



Launch of CME Flashback at 2017 EMCB conference by Late Prof. Ajit Prasad, Director-IIML at 2017 EMCB Conference



Editors Meet at 2014 EMCB Conference



Release of Bibliography by Prof. Devi Singh, Director, IIML & Prof. Jagdish Sheth



Prof. Steve Burgess, Prof. Arun Jain, Prof. Jagdish Sheth and Prof. Naresh K. Malhotra at 2012 EMCB Conference



Prof Archana Shukla at 2012 EMCB Conference



Prof. Satyabhusan Dash at 2012 EMCB Conference



Formation of Emerging Marks Conference Board (EMCB) at 2012 EMCB Conference

For queries, kindly contact:
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