



**Indian Institute of Management, Lucknow**

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## **IIM Lucknow to Host International Conference in Marketing**

**For Immediate Release**

### *Shaping the future of Research in Emerging Economies Looking Ahead*

Indian Institute of Management, Lucknow is hosting the first of its kind conference in the field of Marketing Research from January 12<sup>th</sup> -14<sup>th</sup>, 2011 at its Noida Campus. The theme of the conference is “Shaping the future of Research in Emerging Economies Looking Ahead”.

A historic shift is taking place today in global marketplace because of the growing influence of emerging economies in the world economic scenario. Once viewed as “less developed countries,” emerging market economies (EMEs) now offer a significant growth opportunity for multinational corporations. The EMEs have brought about a metamorphic change in the world trade, commerce, markets, and the balance of power. Over 70 fortune 500 firms are from emerging economies. The future belongs to those marketers who successfully develop and implement marketing plan in emerging economies. There is a pressing need to conduct more research in emerging economies, both to advance marketing as an academic discipline and uphold its managerial significance.

The aim of the conference is to bring together a distinguished panel of speakers, including academicians from renowned business schools, marketing experts and thought leaders across the world to debate and discuss the emerging and relevant research issues facing the theory and practice of marketing in emerging economies. This conference will serve as a platform for marketing scholars and practitioners to showcase and share their insights and findings of research work on various aspects of marketing. This conference will serve as a venue to review insights generated in the field of research in marketing in emerging economies and developed economies over the past several decades and set an agenda for shaping the future of research in marketing in emerging economies.

With participation from over 40 countries across the world, participation from top ten international journal for publishing articles, partnership with internationally recognised Market Research agencies like IMRB, TNS, Nielson Millward Brown etc, this conference is surely the biggest marketing conclave in the emerging economies till date. Prominent speakers in the conference are:- Prof. Jagdish Seth, Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University, Prof. Steve Burgess, Professor of Business Administration in Marketing in the Graduate School of Business at the University of Cape Town, Prof. Naresh Malhotra, Nanyang Professor, Nanyang Business School, Nanyang Technological University, Singapore and Regents’ Professor Emeritus, College of Management, Georgia Institute of Technology, USA, Prof. Michael M. Etgar, Head of Marketing Department in the School of Business Administration at Center of Academic Studies, Adjunct

Professor at Center for Interdisciplinary Studies, Herzelya, Professor of Marketing at Zicklin School of Business Administration, Baruch College, New York, USA, Prof Olga Tretyak, Prof. Huang Guoxiang, Director of International Programs MBA Office from the Antai School of Management at Shanghai Jiao Tong University, Prof. John Stanton, Chair in Department of Food Marketing, Saint Joseph's University, Philadelphia, DR. Arun K. Jain, Samuel P. Capen Professor of Marketing Research in the School of Management, University of Buffalo, Mr. Peter Mouncy and many more such renowned personalities in the field of marketing and marketing research across the world.

Day 1 (12th Jan) of the conference would be Doctoral Colloquium with sessions on Theory Building in Marketing, Marketing Education and Case Teaching and Rigor in Research Methodology in Marketing. Along with these sessions there will be workshops on Marketing Research in Practice: Integrating Qualitative and Quantitative marketing Research and How to write a publishable manuscript (Insider's Guide to Getting Published).

Day 2 (13<sup>th</sup> Jan) of the conference would have four plenary sessions on 'Legends in Marketing: Leaving a Legacy for the Next Generation', 'Contemporary challenges and Future prospects of Marketing research for earning a seat in decision maker and practitioner's perspective', 'Brand building Challenges Facing Emerging Market Companies', 'Emerging Research Issues in Retailing & Franchising' along with Conference Paper Presentation sessions.

Day 3 (14th Jan), the penultimate day of the conference would have three plenary sessions on 'Contemporary challenges and future prospects of Teaching Marketing research in the globalised era', 'Price and Value in Bottom of Pyramid: Researching in Emerging Market reality', 'Marketing Research in practice: Challenges and Prospects' along with Conference Paper Presentation sessions. One also gets a chance to meet the editors of various international journals like International Journal of Market Research, Journal of Food product Marketing etc. in the Meet the editor sessions during the day.

Aimed to become the one of its kind conference being hosted ever, International Conference of Marketing by IIM Lucknow, promises to throw more light on various aspects of emerging economies and their consumers. More details of the conference are available on <http://www.iimmarconference2012.in/>

For further information, please contact:

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