



Call for Papers

International Conference

On

Reimagining Marketing with Technology

February 10-11, 2023

(Hybrid Mode)



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CONFERENCE THEME

As we plan to step into 2023, we are hopeful for a new era full of opportunities to explore and experience new ways of engaging customers. The period of 2020-2022 shall be remembered as a most challenging one for marketers, as it has disrupted norms of engagement, experiences, and relationships with the customers. Technology has become the backbone of the business and has strengthened the ever-demanding domain of Marketing. The marketing domain has embraced technology to deal with the ever-changing dynamics of the industry. "Reimagining Marketing with Technology" would help businesses develop their competitive advantage and lead in the ever-changing business ecosystem. This conference brings together leading experts, practitioners, and scholars across the marketing & technology ecosystem - brand agencies, digital agencies, new age technology companies, marketers, technology evangelists, experts, and platforms powering the next generation of the Marketing domain.

The 2023

"Reimagining Marketing with Technology"

Conference provides a platform to the scholars, researchers, academicians, and practitioners to show their original research work, exchange research findings and innovative insights on the following topics, including, but not limited to:

TRACKS

Research (Track)

1. Marketing Technology (Martech)
2. Emerging technologies in marketing
3. Technology aiding marketing in contextual settings
4. Technology-driven marketing business dynamics – B2B, B2C, C2C, G2C, G2B, G2G
5. Technology-driven marketing intelligence and planning
6. Marketing and technology – ethics, governance, cybersecurity, and control
7. Role of big data and artificial intelligence in Marketing
8. Applied marketing analytics
9. Marketing technologies and virtual services such as softbots, chatbots, etc.
10. Technology-driven marketing in various industries such as Banking and Financial Services,
11. Tourism, Healthcare, Manufacturing, Hospitality, Education, etc.
12. Technology interactions for consumer engagement with AI (Human-Robot Interaction)

PRACTITIONERS TRACK

The main purpose of the conference's Practitioner Track is to provide a platform for the practitioners to share reflections and examples of quality research, including small and large-scale interventions, longitudinal studies, and case studies of practice in sync with the conference theme.

EARLY-STAGE RESEARCH AND PRACTITIONERS TRACK

POSTERS

Posters reflect the essential and novel ideas which are at the early stage of the research and practice. The purpose of the poster session is to bring novelty to the field in sync with the conference theme. Participants are advised to submit two pages of extended poster abstract including figures, tables, methodology, result & findings, conclusion, and references



NETWORK OPPORTUNITIES

Industry practitioners and scholars.



BEST PAPER AWARD

One best paper award per track of the conference will be granted based on a rigorous review process.



PUBLICATION OPPORTUNITIES

Extended abstracts and full paper will be published in the conference proceedings. Selected best papers may be considered for publication in reputed Journals as per the journal-specific review process.



SPECIAL SESSION/WORKSHOP

- Research paper writing
- Marketing Analytics
- Case study



IMPORTANT DATES

- Call for papers open (extended abstract/ full paper)

11th July, 2022

- Deadline for full paper submission

31st December, 2022

- Decision on acceptance

05th January, 2023*

- Deadline for early-bird registration

07th January, 2023

- Deadline for conference registration

04th February, 2023

- Conference at IIM Jammu

February 10th -11th, 2023

** Review process & decision on acceptance will be processed as soon as we receive the paper.*

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SUBMISSION PROCESS

The submission of the full paper and extended abstracts will be open on July 11, 2022, via EasyChair:

<https://easychair.org/conferences/?conf=icrmt2023>

For extended abstracts, we recommend up to five pages (Times New Roman, single-spaced) including figures, tables, methodology, results & findings, conclusions and references. Full research paper must be submitted through Easy Chair in a PDF file with 300 words of abstract and title page consisting of the author's name, affiliation, and correspondence address. All submissions must not exceed 10,000 words, including the main text, appendices, and references. Each submission must state clearly, on its front page at the top right, the requested track. The paper should be written in English. All the submitted abstracts and papers will undergo a blind review process. The final decision on the paper will be communicated by January 05, 2023.



SUBMISSION FEE

Participation Type	Early Registration Fees			Registration Fees		
	Research Scholar	Faculty	Practitioner	Research Scholar	Faculty	Practitioner
India (INR)	2500	4000	4000	3000	5000	5000
Rest of the world (USD)	\$150	\$250	\$250	\$200	\$300	\$300



ORGANIZING COMMITTEE

CONFERENCE CHAIRS (IIM JAMMU)

Dr. Nitin Upadhyay
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CONFERENCE CHAIRS (DEAKIN BUSINESS SCHOOL, DEAKIN UNIVERSITY)

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