

International Marketing Conference

Theme:
The Future of Marketing in a Virtual Borderless world

July 17-18, 2025



General Information

The Sheth Foundation Doctoral Consortium and International Marketing Conference is a prestigious event that brings together scholars, researchers, and practitioners in the field of marketing. This unique gathering aims to foster academic collaboration, encourage innovative research, and promote the exchange of ideas across diverse marketing disciplines.

International Marketing Conference

International Marketing Conference is a prestigious event that brings together scholars, practitioners, and students from around the globe to discuss the latest trends, research, and innovations in the field of marketing. The conference will provide an opportunity to the participants where they can share their research, ideas & network for developing future work. They will get an opportunity to present their work to a wider audience of experts.

Submission for International Marketing Conference

The conference invites submissions of extended abstracts (4 pages or 3000 words excluding references and appendices) from academicians and students from Indian and international universities and institutions, as well as industry practitioners and corporate managers. Submissions should relate to, but are not limited to, the specified conference tracks and should clearly outline the research objectives, methods, findings, and implications. Upon submission, authors will be asked if they wish to publish the extended abstract in the conference proceedings.

ABOUT AMA SHETH FOUNDATION

The American Marketing Association (AMA) Sheth Foundation is dedicated to advancing marketing scholarship and education. It provides support for various initiatives that promote research and professional development within the marketing field. The foundation is known for its commitment to fostering innovation and excellence in marketing education through funding, awards, and collaborative projects.

Conference Highlights

- » **KEYNOTE SPEAKERS:** Renowned experts in marketing will share their insights on emerging trends and best practices in the field.
- » **Research Proposal Presentations:** Selected doctoral students will present their research proposals; in case it is in advance stage then findings etc. They will receive constructive feedback from experienced faculty.
- » **Networking Opportunities:** Attendees can connect with peers, faculty, and industry leaders, fostering collaborations and expanding professional networks.
- » **Workshops & Panels:** Interactive sessions will cover a range of topics, including research methodology, publication strategies, and career paths in academia and industry.



THEMES & SUB THEMES

CONFERENCE THEME: "The Future of Marketing in a Virtual Borderless World"

As marketing practices continue to evolve in response to global digital transformation, this conference aims to foster a collaborative environment for scholars, practitioners, and doctoral candidates to explore innovative ideas and research. We invite you to engage in thought-provoking discussions, share your insights, and connect with fellow researchers from around the world.

1. Artificial Intelligence & Technology Adoption

- The Role of AI in Enhancing Customer Experience
- Challenges and Opportunities in AI Implementation
- Impact of AI on Marketing Strategies
- Ethical Considerations in AI

2. Marketing Communications & Omni-Channel Marketing

- Integrating Online & Offline Marketing Channels
- Personalization Strategies in Omni-Channel Marketing
- Measuring Effectiveness of Marketing Communications
- The Role of Content Marketing in Omni-Channel Strategies

3. Consumer Behavior & Neuroscience

- Neuromarketing Techniques & Consumer Decision Making
- Emotional Triggers in Consumer Behavior
- The Impact of Social Influence on Consumer Choices
- Understanding the Psychology of Brand Loyalty

4. Digital Marketing & Social Media

- Strategies for Effective Social Media Engagement
- Influencer Marketing: Trends & Impact
- Measuring ROI in Digital Marketing Campaigns
- The Role of User-Generated Content in Brand Building

5. Data-Driven Marketing

- Leveraging Big Data for Consumer Insights
- Predictive Analytics in Marketing Strategies
- Data Privacy & Ethical Issues in Data-Driven Marketing
- The Future of Customer Segmentation through Data Analytics

6. Marketing Analytics, Methods & Modelling

- Advanced Analytics Techniques for Marketing Insights
- Real-time Analytics & Its Impact on Decision Making
- Building Predictive Models for Marketing
- Evaluating Marketing Performance through Analytics

7. Retailing & Cross-Border E-Commerce

- Challenges of Cross-Border E-Commerce: Regulations & Logistics
- Consumer Preferences in Global Retail Markets
- The Future of Brick-and-Mortar Retail in a Digital World
- Strategies for Successful International Market Entry

8. Product & Brand Management

- Building Brand Equity in Competitive Markets
- Innovation in Product Development & Branding
- Strategies for Brand Positioning & Rebranding
- The Role of Brand Storytelling in Consumer Engagement

9. Innovation & New Product Development

- Best Practices in Agile Product Development
- Understanding Market Needs for Successful Innovation
- The Role of Design Thinking in New Product Development
- Metrics for Evaluating Product Innovation Success

10. Service Marketing & Customer Experience

- Creating a Seamless Customer Journey in Service Marketing
- The Role of Employee Engagement in Customer Experience
- Measuring Customer Satisfaction & Loyalty in Services
- Technology's Impact on Service Delivery & Experience

11. Tourism & Cross-Culture Marketing

- Cultural Sensitivity in Tourism Marketing Strategies
- Marketing Experiences: Storytelling in Tourism
- Trends in Sustainable Tourism Marketing
- The Role of social media in Shaping Travel Decisions

12. Social Marketing & Public Policy

- Strategies for Effective Social Marketing Campaigns
- Evaluating Impact: Measuring Change through Social Marketing
- The Role of Public Policy in Shaping Social Behavior
- Partnerships between Non-profits & Corporates in Social Initiatives

13. B2B Marketing & Supply-Chain Management

- Building Strong Relationships in B2B Marketing
- The Role of Technology in Enhancing Supply Chain Efficiency
- Marketing Strategies for B2B Start-ups
- Navigating Challenges in Global B2B Markets

14. Marketing in Emerging Countries: Marketing Strategy, Theory & Practice

- Adapting Marketing Strategies to Local Markets
- Consumer Behavior Trends in Emerging Economies
- The Role of Mobile Marketing in Emerging Markets
- Innovations in Distribution Channels in Emerging Countries

15. Sustainability & Ethical Marketing

- The Role of Corporate Social Responsibility in Marketing
- Strategies for Promoting Sustainable Products
- Ethical Dilemmas in Marketing Practices
- Consumer Perception of Green Marketing Initiatives

16. The Future of Marketing in the Metaverse

- Branding Strategies in Virtual Reality Environments
- Consumer Interaction in the Metaverse: Opportunities & Challenges
- The Impact of Augmented Reality on Marketing Campaigns
- Ethical Considerations in Marketing within the Metaverse

*These subthemes can serve as a guide to explore specific aspects within each main theme during the conference.

*This is an indicative list only, any topic which is in line with the overall theme of the conference can be submitted.

Submission Guidelines

This conference provides an excellent opportunity to share innovative ideas and research findings with a global audience. To ensure a smooth submission process, please adhere to the specified guidelines.



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Submission
Guidelines

Key Submission Guidelines

- Extended abstracts should be original, unpublished work, focusing on relevant topics in Management disciplines including Marketing, International Business, Operations, Information Management etc.
- Submissions must conform to the formatting requirements specified in the detailed guidelines.
- All abstracts will undergo a peer-review process to ensure quality & relevance. For comprehensive details regarding submission guidelines of extended abstracts, please visit the following link:
[IMC_Abstract submission guidelines.pdf](#)

IMPORTANT LINKS



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Submission



Payment Link
for Indian
Participants



Payment Link
for
International
Participants

MODE OF PAYMENT

- Credit Card/Debit Card
- UPI (For Indian Delegates ONLY)
- Funds Transfer (NEFT/ Wire Transfer)

KEY DATES

**Paper/Proposal Submission
Opens:**
11th November 2024

Paper Submission Closes:
30th April 2025

Acceptance Notification Starts:
15th March 2025

Early Bird Registration Ends:
15th June 2025

Regular Registration Starts:
16th June 2025

Regular Registration Deadline:
30th June 2025

FOR INTERNATIONAL MARKETING CONFERENCE

For Indian Delegates (Scholars/Academicians)	INR 3000 (Including Goods & Services Tax/VAT)*
For International Delegates (Scholars/Academicians)	\$50 (Including Goods & Services Tax/VAT)*

(Limited Stay facility available on campus on first-cum basis on reduced payment)

FOR PARTICIPATION IN DOCTORAL CONSORTIUM & INTERNATIONAL MARKETING CONFERENCE

For Indian Delegates (Scholars/Academicians)	INR 7500 (Including Goods & Services Tax/VAT)*
For International Delegates (Scholars/Academicians)	\$100 (Including Goods & Services Tax/VAT)*

PUBLICATION OPPORTUNITIES

- Selected high quality papers will be published in Special Issue Journals (SCOPUS INDEXED) and/or Edited Book with ISBN (Hard copy/Online) by a reputed International Publisher.
- All conference papers will be published in conference proceedings which will have an ISBN.

ORGANIZING COMMITTEE



Prof. Kirti Sharma
Associate Professor
Chairperson - GP
Placements & PGDM (IB)



Prof. Shiv S Tripathi
Associate Professor
Chairperson - PGDM (BM)



Prof. Manoj K Srivastava
Professor
Area Chairperson -
Operations Management
& Faculty In-charge -
Strategic Plan
Implementation
Committee (SPIC)



Prof. Neetu Yadav
Assistant Professor
Faculty In-charge - EQUIS

RESEARCH SUPPORT

Mr. Burhan Shah, Ms. Kanishka

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