

# IBS

HYDERABAD

A constituent of IFHE  
(Deemed to be University UVS 3 of the UGC Act, 1956)

# 6<sup>th</sup> ICOMBS 2015

OCTOBER 30-31, 2015



## IBS Conference on Marketing & Business Strategy 2015

# Analytics for Effective Marketing

### About Organizer:

IBS, Hyderabad is a constituent of the IFHE, Hyderabad, Telangana, a deemed-to-be University under Section 3 of the UGC Act, 1956. Since inception in 1995, IBS has grown impressively and achieved widespread recognition from industry, academic circles and professional bodies. It is a premier business school that has been consistently ranked by independent rating agencies as one of the top B-Schools of India. It was one of the first three business schools from South Asia to get SAQS accreditation by AMDISA (Association of Management Development Institutions of South Asia) in the year 2006. It has been reaccredited for another five years covering the period January 2013–January 2018. It has also received a rating of A\*\* from CRISIL and ICRA. IBS Hyderabad is one of the very few B-Schools which incorporate 100% case methodology in its pedagogy. It offers high quality programs such as BBA, MBA, Executive PhD and PhD to a wide cross section of students, executives and professionals. All the above programs are campus based residential programs. IBS Hyderabad also conducts MDPs for industry executives and FDPs for faculty members of business schools.

## About the Conference: 'Analytics for Effective Marketing'

The Indian economy has seen steady growth in the last decade leading to changes in several sectors. Some sectors like retail, consumer goods, durables, automobile, banking, hotels, airlines etc have grown more than the rate at which the economy grew. This growth, riding on the back of a strong information technology backbone has resulted in some unintended yet interesting consequences. One such consequence has been the generation of reams of data through millions of customer and business transactions. Companies wish to leverage this data for analytical and predictive purposes. This data is of high value to all those who can commercially exploit it.

All these changes need to be viewed from a strategic perspective. How is this data useful to managers and decision makers? How will the data be processed, refined and used by organizations? What is the immediate and long term use of the data? These are some of the questions that are yet to be answered. There is a need to discuss and deliberate on issues concerning the challenges organizations face with regard to data analytics and their impact marketing and strategy decisions. The Sixth IBS Conference on Marketing & Business Strategy (6th ICOMBS 2015) aims to find some answers to these questions.

### Call for Papers

6th ICOMBS 2015 invites quality research papers from data scientists, academicians, practicing managers, policy makers, government officials, NGO professionals, research scholars and individuals interested in sharing their experiences and empirical work.

The papers for this conference can fall under two broad categories:

1. Conceptual Papers/ Empirical Papers/ Theoretical Papers (Especially from Academicians)
2. Case Studies/ White Papers/ Practice Papers (Especially from Industry)

The following is an indicative list of suggested sub-themes in which papers are most welcome. However, authors are free to correspond with the conference secretariat if they seek to present papers in areas other than those mentioned below but falling within overall conference theme.

Sub-themes:	
I. Analytics for Assessing Marketing Opportunities	2. Analytics in Transportation, Warehousing & Inventory Management
1. Market Potential, Demand & Competition Analytics	3. Channel Management, POS-Scanner Data & Key Account Management (KAM) Analytics
2. Predictive Analytics for Customer Acquisition	IV. Analytics for Customer Retention
3. Building Better Brands through Social Media Analytics	1. Customer Experiences Management
II. Campaign Management Analytics	2. Customer Sentiment & Loyalty Analytics
1. Above The Line (ATL) Analytics	3. Customer Life Time Value and Churn Analytics
2. Below The Line (BTL) Analytics	V. Analytics for Public Policy Decision
3. Pre & Post Event Analytics	1. Analytics in Government Projects
III. Sales Management Analytics	2. Public BIG DATA Analytics (e.g. AADHAR, NSSO Data etc.)
1. Lead Generation & Sales Force Productivity Analytics	3. E-Governance and Analytics

## Objective of the conference

The conference is aimed at deliberations and presentation of research work and management practices in the areas of Marketing and Business Strategy in line with the conference theme, i.e. how data can be better used for marketing and strategy decisions.

## Broad Plan of the conference

The conference is spread over two days. Managers from industry and academicians will get an opportunity to present their practice papers and research work. Two plenary sessions will be addressed by senior managers from industry.

### Conference Bonus

- A half day workshop on "Marketing Analytics using R" is part of the conference package.
- Selected best papers shortlisted after two-stage blind review will be published in select journals of IUP.

## Review Process

All the submissions received as per the guidelines given in Table-I, will be double-blind reviewed. All papers must contain an abstract of maximum 1000 words, which should include: *Purpose of the research, Methodology, Major results, Implications, and Key references.* However, for practice paper, authors may include business context, analytical problem, proposed solution & insights. The authors should clearly indicate the sub-theme under which they want their paper to be considered.

Table I

Length/ Word Limits	1. Conceptual Papers/ Empirical Papers/ Theoretical Papers (3000-5000words) 2. Case Studies/ White Papers/ Practice Papers (1500-2000words)
Margins	1 inch (2.5cm) from all sides
Font Type & Size	Times New Roman (TNR), 12 point in MS-Word
Line Spacing	1.5
Title/ Cover Page	Title, Author(s), Affiliation(s), Contact Details (e-mail ID & phone No.), Abstract
Key Words Limit (Max)	Five
Referencing should be done in APA Style	



## Guidelines for Submission of Full papers

For papers from industry, the word limit need not be a deterrent. The full paper with maximum word limit as specified in Table-I above, has to be submitted only to: [icombs2015@ibsindia.org](mailto:icombs2015@ibsindia.org) (or) [icombs2015@gmail.com](mailto:icombs2015@gmail.com)

## Registration

To encourage participants from all over the country and abroad we are charging a nominal registration fee. To facilitate participation in case of inability to attend in person, in absentia presentation is allowed. Organizers will arrange for the presentation of the papers, provided the Author(s) send their Full Paper & PPT on or before 17th August 2015. For Registration fee please refer to Table-II.

Table II

1. Category – Participation in Person	From India	From Abroad
1.1 Academicians	Rs.3000	USD100
1.2 Corporate Delegates / Policy Makers / Government Officials/ NGO Professionals	Rs.2500	
1.3 Full time Doctoral Students, Research Scholars, M. Phil / PG students (Not working full time in Industry/ Academics)	Rs.1500	
Delegate Fee of Non-presenting Authors/ Others*	Rs2000	USD150
2. Category - Papers in Absentia		
2.1 Academicians	Rs.4000	USD150
2.2 Corporate delegates	Rs.3000	
2.3 Full time Doctoral students, Research Scholars & M. Phil / PG students (Not working on full time in Industry/ Academics)	Rs.2000	
* Acceptance of the paper indicates that at least one of the authors has to register for the conference and present the paper. Certificates will be issued on two categories of registration only, i.e. Certificate of Paper Presentation & Certificate of Participation to the paper presenters and registered delegates respectively.		

The registration fee has to be paid in the form of:

1. Demand Draft drawn in favor of IBS Hyderabad, payable at Hyderabad; or
2. Through Online Transfer of Funds:

HDFC Current A/C No. : 05212000004843  
A/C Holder's Name : IBS Hyderabad  
Branch : Banjara Hills, Hyderabad  
RTGS/NEFT Code : HDFC0000521

The fee covers conference material, proceedings in CD, lunch & refreshments on both the conference days and dinner on 30th October 2015. Once paid, the registration fee will not be refunded. The filled in registration form (available on [www.ibshyderabad.org/icombs2015](http://www.ibshyderabad.org/icombs2015)) along with the DD should be sent only by registered/ speed post to following address.

Those who pay by online transfer need to email the filled in Registration form to [icombs2015@ibsindia.org](mailto:icombs2015@ibsindia.org) (or) [icombs2015@gmail.com](mailto:icombs2015@gmail.com)

ICOMBS 2015 Conference Secretariat  
C/O: The Area Coordinator, Marketing & Strategy Department  
IBS Hyderabad, Dontanapalli, Shankerpalli Road  
Hyderabad – 501203, Telangana, India.

Contact No.: +91 84980 55687

## Accommodation

Limited accommodation (on sharing basis) will be provided on chargeable basis only to Authors/ Co-authors/ Delegates on first-come first-served basis. The request for accommodation should be intimated to organizers latest by 5th September, 2015.

**The last day for registration is  
10<sup>th</sup> September 2015**





## Important Dates to Remember:

Expression of Interest (Via email)	:	3 <sup>rd</sup> July, 2015
Submission of Full paper	:	17 <sup>th</sup> August, 2015
Communication of Acceptance of the Paper	:	14 <sup>th</sup> September, 2015
Last Date for Registration	:	5 <sup>th</sup> October, 2015
Conference Dates	:	30-31 October, 2015

## CONFERENCE COMMITTEE

Chief Patron:

**Prof. J Mahender Reddy**  
Vice Chancellor, IFHE University

Patron:

**Prof. Vijayalaxmi S.**  
Dean-Academics, IBS Hyderabad

## EXECUTIVE COMMITTEE

**Dr. K S Venugopal Rao**  
(Conference Chairperson)  
Area Coordinator, Marketing & Strategy  
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Contact: +91 84980 55687

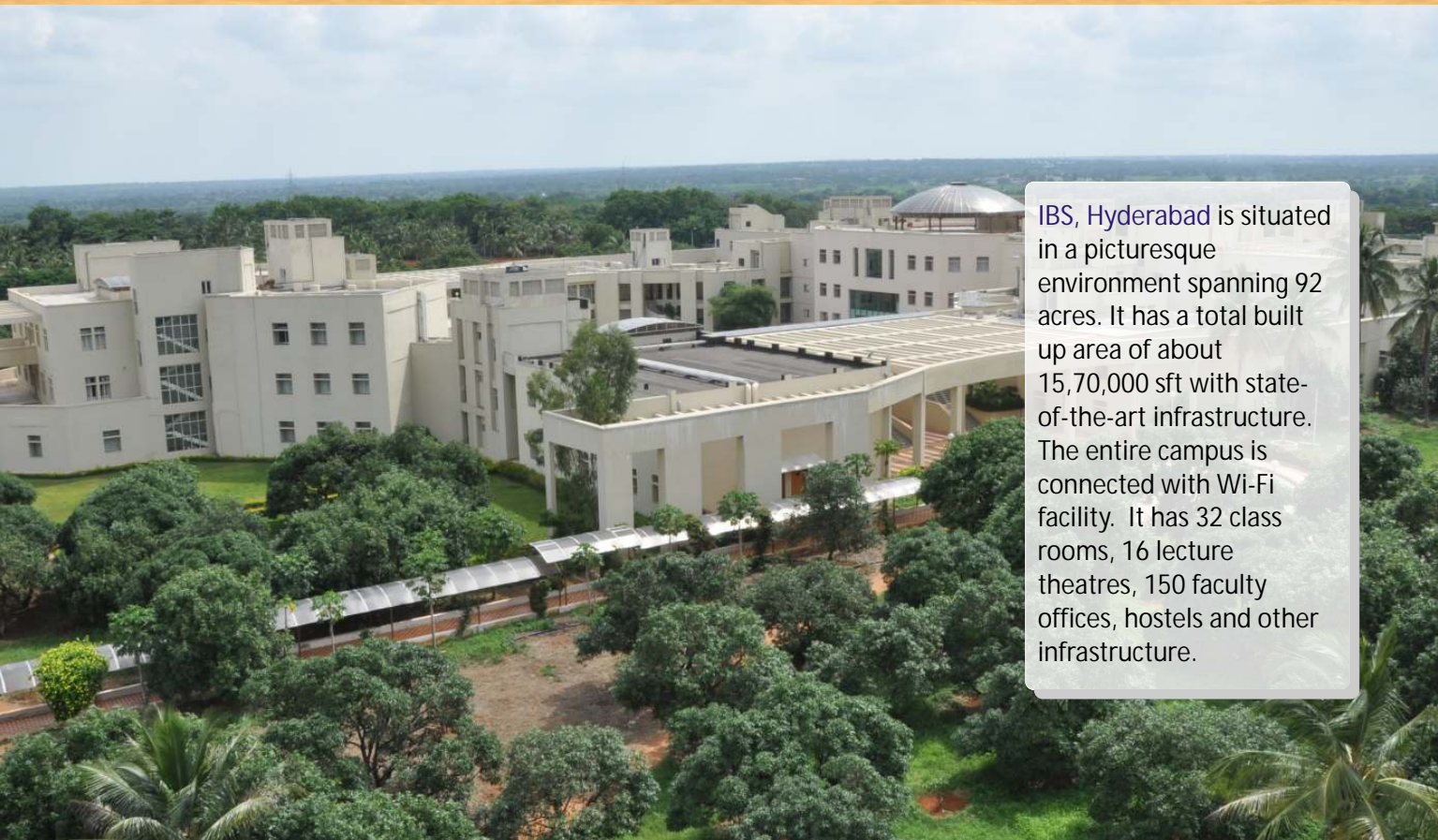
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IBS, Hyderabad is situated in a picturesque environment spanning 92 acres. It has a total built up area of about 15,70,000 sft with state-of-the-art infrastructure. The entire campus is connected with Wi-Fi facility. It has 32 class rooms, 16 lecture theatres, 150 faculty offices, hostels and other infrastructure.

Venue of the Conference:

IBS Hyderabad  
Dontanapalli, Shankarapalli Road,  
Hyderabad-501203, Telangana, India.

Board Lines: 040 23479999

website: [www.ibshyderabad.org](http://www.ibshyderabad.org),  
e-mail: [icombs2015@ibsindia.org](mailto:icombs2015@ibsindia.org) (or)  
[icombs2015@gmail.com](mailto:icombs2015@gmail.com)