



11<sup>th</sup> ICOMBS 2025

## IBS Conference on Marketing & Business Strategy

# HUMAN-CENTRIC MARKETING: BRIDGING TECHNOLOGY & CONSUMER

Conference Dates  
March 21 & 22,  
2025

Venue  
ICFAI Business School (IBS)  
Hyderabad Campus





## About ICFAI Business School, Hyderabad

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. IBS is the first business school in India to be accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB) for all the three programs it offers – BBA, MBA and PhD. Ranked 39<sup>th</sup> among the top management institutes as per the latest NIRF ranking, IFHE has also been accredited by the premier national accreditation agency, NAAC with 'A++' grade with a CGPA score of 3.59/4.00. 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

**Human-Centric Marketing: Bridging Technology and Consumer** refers to a marketing approach that prioritizes the human experience while leveraging technology to enhance consumer relationships. This concept emphasizes the need to understand and empathize with consumers' needs, preferences, and emotions, even as marketing strategies increasingly rely on digital tools and data analytics. In a digital age, where consumers are bombarded with information and choices, human-centric marketing helps brands stand out by focusing on meaningful connections. By bridging technology and consumer needs, businesses can create more engaging, personalized, and satisfying experiences that foster loyalty and trust. This approach recognizes that while technology is a powerful tool, the heart of marketing lies in understanding and serving people. While technology provides a wealth of data, human-centric marketing uses this data to gain insights into consumer behavior and preferences. The goal is to use these insights to enhance, rather than replace, the human element in marketing.

The conference will provide a platform for scholars and faculty members to discourse on leveraging technology to enhance consumer experiences while maintaining a strong human connection. This conference would offer a comprehensive exploration of how to effectively integrate technology into marketing in a way that prioritizes and enhances the human experience, providing attendees with the tools and insights needed to succeed in a rapidly evolving digital landscape. Additionally, it will offer faculty members the opportunity to update their knowledge on current research trends and expand their academic horizons.

## Conference Objective

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., "Human-Centric Marketing: Bridging Technology and Consumer"

## Broad Plan of the Conference

The conference is spread over two days.

### Day 1

will feature the two highly interactive sessions:

- Workshop on Generative AI and
- Authors Meet (Virtual/Offline) (Proposed).

The second half of Day 1 will have Paper Presentations.

### Day 2

of the conference will be:

- Dedicated to presentation of papers and knowledge sharing among the participants.
- Plenary Session (Professionals from Industry).
- The Valedictory will be around 4:30 pm.

## Proposed Sub-Themes for 11<sup>th</sup> ICOMBS 2025

- Innovation and Marketing
- Personalization, Relationships and Marketing
- Consumer Behaviour and Marketing
- Marketing Communication and Customer Connect.
- New age advertising across generations.
- Virtual, Augmented Reality in Marketing, Internet of Things (IoT), Technology Adoption and Marketing
- Digital & Social Media Marketing: Applications and Usage.
- Technology & B2B Marketing
- Technology Intervention for Consumer engagement.
- Data Analytics and Artificial Intelligence in Marketing
- Mindfulness in consumption behaviour.
- Aligning Business Strategy and Sustainability
- Harnessing Technology in Sustainable Marketing Communication
- Dark side of Technology: Ethical Issues and Social Responsibilities
- E-commerce, M-commerce, and social commerce in Marketing
- Digital Marketing Revolution: Synergy of Inbound Marketing Strategies and Social Media Platforms.
- Marketing of Financial services for an Inclusive Society.
- Brand strategies in the era of sustainability
- Emerging sustainable practices in Services Industry
- Marketing and Sustainability in Sports
- Sustainable Retailing
- Tech-Driven Sustainability in Rural marketing
- Public policy for sustainable society
- Sustainable Tourism Practices
- **Special Track:** Cases, industry notes, research notes, industry analyses and reports, data set analyses, and practitioners' perspectives on marketing and business strategy issues related to marketing and its interlinkage with Finance, HR, Operations, and other domains.

## Call for Papers

11<sup>th</sup> ICOMBS 2025 invites research articles and case studies from academicians, policy makers, government officials, NGO professionals, research scholars and individuals interested in sharing their experiences and/or empirical work. The conference will cover the upcoming and important topics integrating the Marketing, Technology Adoption, Understanding Human Behaviour, Customer Orientation. 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.

## Paper Submission Guidelines

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 500 words, which should include: Purpose of the research, Methodology, Major results, Implications, and Key references. However, for practice papers, authors may include business context, analytical problems, proposed solutions & insights. The authors should clearly indicate the sub-theme under which they want their paper to be considered.

Table-I	
Length/ Word Limits	Conceptual Papers/ Empirical Papers/ Theoretical Papers: 3000 – 5000 words.
	Case Studies/ White Papers/ Practice Papers (Specially from Industry): 1000-2000 words
Margins	1 inch (2.5cm) from all sides
Font Type & Size	Times New Roman, 12 points 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

Papers with maximum word limit as specified in Table-I, is to be submitted only to: [icombs2025@ibsindia.org](mailto:icombs2025@ibsindia.org)

## Publication Opportunity

Selected full length papers will be considered for publication in the regular/ special issues of the Journals (Scopus, UGC-Care indexed) and a Book (with ISBN). Structured abstracts of the papers selected for presentation will be published in the conference proceedings. Journal details will be updated on the conference website.

## Best Paper Award

Two best paper awards will be given worth amount of ₹10,000 and ₹5,000.

## Registration

To encourage wider participation, the conference will be charging a nominal registration fee. For Registration fee, please refer to Table-II.

Table-II			
I.	Category: Delegates Presenting Paper	From India	From Abroad
I.1	Academicians (Faculty Members)	₹3,000 + GST	USD 80 + GST
I.2	Full time Doctoral Students, Research Scholars, M.Phil / PG students	₹2,000 + GST	USD 50 + GST
I.3	(Not working full time in Industry/ Academics) Corporate Delegates / Policy Makers / Government Officials/ NGO Professionals	₹2,000 + GST	USD 50 + GST
I.4	Participants Fee of Non-presenting Authors/ Others	₹2,000 + GST	USD 50 + GST
* Acceptance of the paper indicates that at least one of the authors must register for the conference and present the paper. Certificates will be issued to the participants for presenting their work.			

## Accommodation

A limited number of rooms may be available at nominal rates in the campus of IBS-Hyderabad. These are single occupancy rooms with attached toilet facilities. The rooms will be allocated on a first-come-first-served basis. The delegates can also choose to stay in nearby hotels. For reference purpose, the information regarding the Hotels will be updated on the conference website.

For any queries, please reach out to us on the email [icombs2025@ibsindia.org](mailto:icombs2025@ibsindia.org)

## ICOMBS 2025 Conference Committee

### Patrons

**Prof. L S Ganesh**, Vice Chancellor, ICFAI Foundation for Higher Education, Hyderabad

**Prof. Venu Gopal Rao**, Director, ICFAI Business School, Hyderabad

**Prof. P N Sindhuja**, Dean, ICFAI Business School, Hyderabad

**Prof. Mukesh Mishra**, Area Chair (Marketing & Strategy), ICFAI Business School, Hyderabad

### Core Team

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### Organising Committee

**Dr. Anita Acharya** | **Dr. Sweta Singh** | **Dr. Rajashekar Reddy** | **Dr. Santosh**  
**Already Dr. Souvik Roy** | **Dr. Abhishek Dutta** | **Dr. Saubhagya Bhalla**

### Advisory Committee

**Prof. Vikas Gautam** | **Prof. Shailendra Singh Bisht** | **Prof. Sudeepta Pradhan**  
**Prof. Sunny Bose** | **Prof. Vaibhav Shekar**

Important Dates to Remember	
Last date for submission of Abstracts	Dec 15, 2024
Communication of Acceptance of the Abstracts	Dec 30, 2024
Last Date for Submission of Full Paper	Jan 15, 2025
Opening of Registration Date	Jan 16, 2025
Last Date for Registration	Feb 15, 2025
<b>Conference Dates</b>	<b>March - 21 &amp; 22, 2025</b>



**Campus:** ICFAI Foundation for Higher Education,  
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[icombs2025@ibsindia.org](mailto:icombs2025@ibsindia.org)