

10th IBS Conference on Marketing & Business Strategy

On

Technology & Sustainability: Redefining the Future of Marketing

Conference Dates
March 15-16,
2024

In association with



Venue

ICFAI Business School (IBS) Hyderabad Campus

About ICAI Business School, Hyderabad

ICAI Business School (IBS), Hyderabad is a constituent of the ICAI Foundation for Higher Education (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 40th 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. IBS Hyderabad also conducts MDPs for industry executives and FDPs for faculty members of business schools.

About IRSSM

IRSSM, the International Research Symposium on Service Management, was established 13 years ago with a visionary goal: "To create a mechanism for promoting service research as a global discipline." This esteemed forum was founded by Prof. Jay Kandampully of The Ohio State University in the USA. IRSSM serves as a platform that unites scholars and practitioners from various disciplines and countries, offering them a unique opportunity to exchange and learn about the latest theories and practices in the dynamic service-based economies. The overarching aim of this forum is "To create a compassionate research environment." At IRSSM, we firmly believe that nurturing the next generation of scholars who are new to the service discipline is just as important, if not more so, than individual success. Consequently, our primary focus has been on providing scholars, practitioners, and students with scientific guidance and support to conduct cutting-edge research. Prof. Kandampully emphasizes that global progress originates from the desire to assist one another, which is the true essence of service, while extending one's capabilities on a global scale. He believes that knowledge alone cannot transform others, but when knowledge is shared with compassion, it has the power to do so. IRSSM's core belief is in fostering a collective focus to contribute to the transformation of others.

About Prof. Jay Kandampully



Prof. Jay Kandampully is a distinguished academic specializing in Service Management and holds a professorship at The Ohio State University, USA. He also holds the esteemed position of CTF International Fellow at the University of Karlstad, Sweden, and an International Fellow at the University of Namur, Belgium. Moreover, he serves as a visiting professor at the University of Naples Federico II, Italy, and Furtwangen University, Germany.

Prof. Kandampully currently holds the position of Editor-in-Chief for the Journal of Service Management (JOSM) and is a member of the editorial advisory board for ten reputable international journals. Among his notable publications, Prof. Kandampully is the co-author of the recent book titled "Service Management Principles for Hospitality and Tourism," in collaboration with David Solnet. He is also renowned as the author of the best-selling textbook "Services Management: The New Paradigm in Hospitality" and the lead editor of the book "Service Quality Management." He has further enriched the academic landscape as the editor of several influential books. In addition to his extensive editorial and authorial work, Prof. Kandampully has authored over 130 articles centered around the realms of service management, marketing, service brands, and service innovations.

About the Conference

The dynamic marketing landscape is continually shaped by technological advancements and the growing concern for sustainable practices. As the world grapples with environmental challenges, businesses are recognizing the need to embrace sustainable approaches while harnessing the power of technology to drive their marketing strategies. This conference will explore the intersection of technology and sustainability, highlighting how the fusion of technology and sustainability is redefining the future of marketing.

In today's digital age, technology has become an indispensable tool for marketers. The advancements in technology have revolutionized the way businesses interact with their customers, enabling more personalized and targeted marketing strategies. From social media platforms to data analytics, technology provides marketers with valuable insights into consumer behaviour, allowing them to create tailored campaigns that resonate with their target audience. Whether through artificial intelligence, virtual reality, or chatbots, technology has opened new avenues for marketers to engage customers and build meaningful relationships.

Sustainable marketing helps in the integration of sustainability principles into marketing strategies and adopting a long-term perspective to create shared value for customers, society, and the environment. Sustainable marketing practices can lead to competitive advantage and customer loyalty. Digital marketing

has also contributed to advancing sustainability goals. It explores how digital platforms can enable businesses to communicate their sustainability initiatives effectively, engage customers in sustainable behaviours, and drive positive social and environmental impacts. Advertising has a vital role in driving positive social change, raise awareness about sustainability issues, and encouraging responsible consumption. The conference will highlight the importance of ethical advertising practices and provide insights for creating sustainable advertising campaigns. Sustainable marketing explores various themes, including green marketing, cause-related marketing, and ethical branding. The conference will emphasize the importance of aligning marketing strategies with sustainability principles to build strong brands and enhance customer loyalty.

The convergence of technology and sustainability is transforming the marketing landscape, providing businesses with innovative opportunities to promote their products and services while contributing to a more sustainable future. The conference will provide a platform for scholarly discourse on technology-enabled sustainable marketing practices. As marketers navigate this evolving terrain, it is crucial to embrace these insights and collaborate with researchers, policy makers and consumers to redefine the future of marketing in a way that is both technologically advanced and environmentally responsible.

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., Technology & Sustainability: Redefining the Future of Marketing.

Broad Plan of the Conference

The conference is spread over two days.

Day 1 will feature the two highly interactive sessions:

(i) Plenary Discussion (ii) Workshop.

The second half of Day 1 will have Paper Presentations.

Day 2 will have

(i) "Editors Conference" on "Editors viewpoint for publishable research",

(ii) Workshop on Business Simulation by NJoy learning.

(iii) Presentation of papers and knowledge sharing among the participants.

The Valedictory will be around 4 pm.

Call for Papers

10th ICOMBS 2024 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, and Sustainability. 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.

Proposed Sub-Themes for 10th ICOMBS 2024

- Innovative Marketing Strategies for Sustainability.
- 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
- Supply chain sustainability
- Cause Related Marketing
- Dark side of Technology: Ethical Issues and Social Responsibilities
- Advances in Marketing using VR, AR, Mixed Realty, IOT, and Metaverse
- 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 the Service 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.

Conference Workshop

Topic:

Workshop on Mining Unstructured Data for Academic Research

About the Workshop:

The Text Mining workshop will demonstrate to participants basic text mining techniques using open-source tools. The topics include the following:

1. Quick overview of a few published papers in marketing using text mining.
2. Extracting text data from various sources including online forums, research papers, and databases.
3. Text Organization and Pre-Processing to make it ready for analysis.
4. Hands-on exposure to text mining techniques like word frequency, collocation, and concordance, text clustering, sentiment analysis, categorization, topic modelling, etc.

Resource Person: Dr Rishi Dwesar

Profile:

Dr. Rishi Dwesar is currently working as an Associate Professor at IBS Hyderabad. He did his MBA and PhD from IBS in the years 2009 and 2014 respectively. He is very active in research, consulting, and teaching. His current research area includes methods like Text-Mining and Eye-Tracking based experiments. He has published several research papers and case studies in reputed journals like Management Decision etc. His case on GoPro is a best seller at Harvard Business School Publishing and has sold more than 10,000 copies. He has rich industry and academic experience. As a part of his industry stint, he worked as a Research Consultant with iCRM Kuala Lumpur, Malaysia. He actively consults with SME companies in digital marketing, marketing insights, and marketing strategy. He is passionate about learning newer developments in the field of marketing and tries to adapt to new teaching pedagogies (many based on tools and technology interventions) in the classroom.

Submission Guidelines

Abstract Submission: Abstracts with maximum word limit as specified above, is to be submitted only to: <https://forms.gle/LePYygvAoxztSKkP6>



or scan >>

Paper Submission

Table-I	
Length/ Word Limits	Abstract of maximum 500 words 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

Note: Industry / Practice Papers (submitted by individuals/teams from Industry) with a word limit of 1000-2000 will be considered as full paper. Detailed submissions (up to 5,000) would be equally appreciated.

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 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.

For any queries, please reach out to us on the email

icombs2024@ibsindia.org

Publication:

Selected full length papers will be considered for publication in the regular/ special issues of the Journals (ABDC, Scopus, UGC-Care) 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.

Registration:

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

Table-II

Category: Participants Presenting Paper from India from Abroad	From India	From Abroad
Academicians	4,500 + GST (Early Bird); 6,000+GST	USD 120 + GST
Corporate Delegates / Policy Makers / Government Officials/ NGO Professionals	5,000 + GST (Early Bird); 6,500+GST	USD 120 + GST
Full time Doctoral Students, Research Scholars, M.Phil / PG students (Not working full time in Industry/ Academics)	2,500 + GST (Early Bird); 3,500 + GST	USD 60 + GST
Participant Fee of Non-presenting Authors/ Others* ₹	2,500 + GST	USD 60 + GST
IRSSM Participants (Academicians/Corporate Delegates/NGO)	3,500 + GST	USD 100 + GST
IRSSM Participants (Research Scholars)	2,500 + GST	USD 60 + GST
* 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 to the registered participants for presenting their work.		
*Participants should calculate GST @ 18%, add the amount to the registration fee, and pay the appropriate amount		

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. Delegates will be required to liaise directly with their chosen hotel to book their accommodation. For any queries, please reach out to us on the email icombs2024@ibsindia.org

Important Dates (Revised)

Last date for submission of Abstracts (Extended)	February 04, 2024
Communication of Acceptance of the Abstracts (Extended)	February 10, 2024
Opening of Registration Date (Extended)	February 18, 2024
Last Date for Submission of Full paper (Extended)	February 18, 2024
Last Date for Early Bird Registration (Extended)	March 03, 2024
Last Date for Registration (Extended)	March 10, 2024
Conference Dates	March 15-16, 2024

ICOMBS 2024 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

Dr. Mithilesh Pandey (+91-8437358437); **Dr. Achyut Telang** (+91-7993491976); **Dr. Amar Raju** (+91-9705131194)

Dr. Gaurav Bhatt (+91-7799635074); **Dr. Debajani Sahoo** (+91-9951398958)

Organising Committee

Dr. Anita Acharya; **Dr. Sweta Singh**; **Dr. Rashmita Saran**; **Dr. Rajashekar Reddy**; **Dr. Pankaj Mohanty**

Advisory Committee

Prof. Shailendra Singh Bisht; **Prof. Rishi Dwesar**; **Prof. Sudeepta Pradhan**; **Prof. Sunny Bose**

Prof. Vaibhav Shekar; **Prof. Vikas Gautam**

IBS[®]

ICFAI BUSINESS SCHOOL

Dontanapalli, Shankerpalli Road, Hyderabad

icombs2024@ibsindia.org

HYDERABAD

THE CITY OF PEARLS

A GLIMPSE

Hyderabad, the capital of the Indian state of Telangana, is an enthralling mix of history, culture, and modernity. Hyderabad is known as “The Pearl of India” because the Nizams had an undying love for pearls. As a result, Hyderabad supplied the best pearl jewellery to India and the rest of the world for over 400 years now. Hyderabad has a special place in the heart of India because of its rich past, diversified food, and active customs.

Hyderabad’s history may be traced back to the late 16th century when it was created in 1591 by Muhammad Quli Qutb Shah, the fifth monarch of the Qutb Shahi dynasty. Hyderabad grew to become a prominent commerce and cultural centre in the Deccan area throughout time. Following the takeover by the Indian government in 1948, Hyderabad became a part of the newly independent India. Since then, the city had substantial expansion and development.

Hyderabad holds immense economic and cultural significance for India. It is a major hub for the information technology (IT) industry, housing some of India’s largest tech parks and companies. The city is also known for its diverse culture and cuisine. The Hyderabad biryani, a mouthwatering delicacy, has gained international acclaim. The city’s cultural festivals and traditions, such as the Bonalu festival and the Qutb Shahi Heritage Park, showcase its rich heritage to the world.

HYDERABAD

THE NEW IT HUB OF INDIA



Tourist Attractions



Charminar: Built in 1591, the majestic Charminar is Hyderabad's most renowned landmark. It is a beautiful mosque and square monument with four huge arches that provide stunning views of the lively marketplaces around it.



Golconda Fort: Built in the 13th century, this mediaeval fort is a work of military construction. The fort provides insight into the city's royal heritage and stages impressive music and light spectacular.

Telangana Martyrs Memorial: The monument was built in memory of 369 students who died during the 1969 agitation for a separate Telangana state. It is situated on the banks of Hussain Sagar, opposite to the Public Gardens, Hyderabad. It is the largest seamless stainless-steel memorial built in the world.

Hussain Sagar Lake: This artificial lake, established in 1562 under the reign of Ibrahim Quli Qutb Shah, is a popular boating destination with scenic views of the city.



Ramoji Film City: Ramoji Film City is the world's biggest integrated film city, located on the outskirts of Hyderabad. It provides a one-of-a-kind opportunity to learn about movies and entertainment.

Durgam Cheruvu Cable Bridge: is an extradosed bridge in Hyderabad, Telangana, India. It is located near Inorbit Mall at Madhapur. The bridge connects Jubilee Hills with Financial District and eases traffic congestion to Madhapur across Durgam Cheruvu. Each pillar has 13 cables each side.



Statue of Equality: The Statue of Equality is a statue of the 11th-century Indian philosopher Ramanuja, located on the premises of the Chinna Jeeyar Trust at Muchintal, Ranga Reddy district in the outskirts of Hyderabad. It is the second-tallest sitting statue in the world.

Birla Temple: Birla Mandir is a Hindu temple in Hyderabad, Telangana, India, situated atop a 280-foot (85-meter) high mound named Naubath Pahad on a 13-acre site. The temple's architecture is a fusion of Dravidian, Rajasthani, and Utkala styles. It is made of 2000 tonnes of pure white marble.



Salar Jung Museum: It is one of India's most prominent National Museums which was originally a private art collection of the Salar Jung family. Sculptures, paintings, carvings, fabrics, manuscripts, pottery, metallic artefacts, carpets, clocks, and furniture from across the World are among the works on display.

Telangana Secretariat: Officially known as Dr. B. R. Ambedkar Telangana Secretariat situated at Hyderabad, is the administrative office of the employees of the Government of Telangana in India.



T-Hub: India's largest incubation centre, synergies startups, corporations, governments, academia and investors to drive transformative change. T-Hub has designed and delivered more than 100 innovation programs in the last seven years, enabling 2000 startups to scale nationally and globally.

