



GRADUATE SCHOOL OF
BUSINESS AND ADVANCED
TECHNOLOGY MANAGEMENT



RCSS
RAJAGIRI COLLEGE OF
SOCIAL SCIENCES
(AUTONOMOUS)



ICIM

INTERNATIONAL CONFERENCE
ON INSIGHTS IN MARKETING

03th, 04th
FEBRUARY 2023



CONFERENCE CONVENERS

Dr. P. Balakrishnan Menon

Associate Professor,
Rajagiri College of Social Sciences (Autonomous), Kochi.

Dr. Muhammad Ahsan Sadiq

Assistant Professor,
Rajagiri Business School, Kochi

Introduction to ICIM

Today's marketing world is moving rapidly. At the same time business units are still evolving to embrace the new normal after COVID-19 Pandemic. The changed business environment has attracted both practitioners and academicians to shift their focus on innovative marketing strategies. Considerable number of marketers embraced digital transformation in marketing practices more than ever as they adapted to constantly changing virtual and hybrid business landscapes whereas others resorted to sustainability in business.

In this context, Rajagiri School of Management, Rajagiri College of Social Sciences (RCSS) and Rajagiri Business School (RBS) are organizing an International Conference on Insights in Marketing (ICIM) - 2023, in collaboration with Graduate School of Business and Advanced Technolog Management, Assumption University of Thailand. ICIM-2023, with the theme of **"Emerging Trends in Marketing"**, aims to develop a critical understanding of marketing theory and practice with a focus on the important discussions and cutting-edge findings that contradict traditional narratives and methods. The conference platform will discuss the evolution of marketing theory and practice, the function of marketing within markets, organisations, and society. The conference will also shed light on theoretical, managerial, social, economic, and political dimensions of marketing to illuminate how marketing thought and practice can be further developed.

The conference will provide a leading forum for the presentation of new advances and research results in the fields of Marketing by both academicians and practitioners. ICIM-2023 invites research work from academicians and practitioners to present their work on the recent trends in marketing theory and practice. Please submit your scholarly work before 2nd January, 2023.

Sub themes:

1. Consumer behaviour
2. Product and brand management
3. Technology marketing
4. Ethical issues in marketing
5. Environmental and Sustainable Marketing
6. Emerging issues in marketing
7. Digital marketing
8. Marketing Innovations
9. Tourism marketing
10. Integrated Marketing communications
11. Any other marketing topics

Keynote Speakers



Dr. Kitikorn Dowpiset

Associate Dean for Academic Affairs, Graduate School of Business & Advanced Technology Management, Assumption University, Thailand.

Dr. Kitikorn Dowpiset, currently is serving as the Associate Dean for Academics of the Graduate School of Business and Advanced Technology Management, Program Director of MS Management, and the Director of ABAC Organization Development Institute. He teaches innovation management, Internet marketing, MIS, Creativity, and Innovation. Dr. Kitikorn has a 25-year career in Information Technology Consultancy and the Professional Development Program for the Business. His specialization is in designing and auditing the Information Security Management System under the ISO/IEC 27001:2013. He is a Certified Trainer from Dale Carnegie on Leadership Training for Manager, High Impact Presentation since 2005. His experience ranges from being an IT Center director, Project Supervision of ICT Integration systems, Innovation Service Design at the Office of the National Broadcasting, and Telecommunications Commission. He also conducted workshops for the Service Design Facilitator of Bangkok Metropolitan Public Transportation and Digital Transformation Strategic plan for Siam Cement Group IT Team. He has published many research papers in high-ranking journals.



Dr. Ben Lowe

Professor of Marketing and Associate Dean for Global Engagement & Recruitment at the University of Kent, UK.

Dr. Ben Lowe is currently a Professor of Marketing and Associate Dean for Global Engagement and Recruitment at the University of Kent. His research area is focused on consumer behaviour, pricing and adoption of innovations. He was previously Head of the Marketing Group for a number of years and has also taken on other leadership roles within Kent Business School, including as Interim Director of Education, Programme Director for the MSc in Marketing and the MSc in Management, and as Academic Lead for the School's Periodic Programme Review. Currently, Professor Lowe is co-chairing the Academy of Marketing Science's World Marketing Congress (2023) and he is an Associate Editor at the European Journal of Marketing and the International Journal of Bank Marketing. He also sits on the editorial board of several journals (including Psychology & Marketing and the Journal of Advertising Research). Professor Lowe has published over forty refereed journal articles in journals such as the European Journal of Marketing, Journal of Public Policy and Marketing, Journal of Interactive Marketing, Psychology & Marketing, Journal of Business Research, Technovation, Technological Forecasting and Social Change, International Marketing Review, International Journal of Electronic Commerce, the American Journal of Agricultural Economics and many others. In his spare time, he loves to play squash, watch cricket and experiment with cooking new and interesting food!.

Keynote Speakers



Mr. Visakh P

Deputy General Manager (Marketing),
Oralium Ltd.

Visakh P is a seasoned marketing professional with an excellent track record in delivering business growth through effective marketing strategies, Visakh believes that marketing is a continuous process that contributes to meaningful brand experience at every stage of the customer's life-cycle through relevant interventions, in the customer's journey with the brand.

Visakh has first-hand experience in building the marketing department in Oralium Ltd., from ground up, finding talent and setting up systems and processes, enabling the organisation to grow quickly. He is well versed in GTM strategy, Digital Marketing, ATL campaigns, BTL activations, In-bound marketing, events and exhibitions. In his current role with Oralium, he focusses on increasing the gap between the follower brands and to establish the category and achieve exponential growth in virgin markets

Adept in multi-modal strategies that target consumers, influencers and trade partners alike, He uses a design thinking approach coupled with agile marketing strategies to find work arounds for the roadblocks in the company's growth. In addition to his skills and expertise gained in his illustrious career spanning over a decade and a half, he has done MBA in Marketing and has completed an Advanced Program for Marketing Professionals from Indian Institute of Management - Calcutta and a Post graduate Program in Finance from AIMA, New Delhi.

He was instrumental in front-loading and leading the marketing efforts of the "Oralium" brand of Aluminium light-metal roofing sheets and propelling the brand to occupy a predominant and front-running position in Kerala and pan-India market segments.

Pre-Conference Workshop

3rd February, 2023.

A pre - conference workshop with sessions on "Semiotics in Marketing" and "Quantitative Research Methods in Behavioural Science" is scheduled on the 3rd of February, 2023. Separate certificates will be issued to the participants of workshop and/or conference.

Semiotics In Marketing



Dr. Aby Abraham

Associate Professor,
Rajagiri College of Social Sciences (Autonomous), Kochi

Aby entered academics with 23 years of professional experience, starting as an engineer on the shop floor to Area Manager to Regional Contracts Manager to Heading Country Operations, with various International firms; like Lloyd's Register, ABS Group, Bureau Veritas, Velosi etc. This enabled him to have a broad view of real life business scenarios that is useful in understanding ground realities. He taught as an adjunct faculty at Business Administration Department of Dubai University College, ICFAI, Dubai campus, AIT, Dubai and as TA at XLRI. Aby left industry to pursue doctoral research at XLRI and submitted his thesis.

Quantitative Research Methods in Behavioural Science



Dr. Aviral Kumar Tiwari

Chairperson, Research & Publications,
Indian Institute of Management, Bodh Gaya and
CEENRG Research Fellow, Department of Land
Economy, University of Cambridge, United Kingdom

Dr. Aviral Kumar Tiwari is an Assistant Professor at IIM Bodh Gaya & an adjunct faculty in RBS. Prior to joining RBS, he served as Associate Professor at Montpellier Business School, France, and as an Assistant Professor at IBS Hyderabad, India. After graduating with a degree in Economics from Lucknow University, Lucknow, India, he received his M.Phil (in Labour Economics) and PhD (in Energy and Environment) from ICFAI University Tripura. His research interests focus on various issues concerning energy, environment, tourism, macroeconomy and growth & development. He has published in various journals of international repute including top ranked journals in the prestigious Financial Times 50 list.

Speakers for Panel Discussion on publishing in top tier journals in marketing.- 4th Feb, 2023.

Prof. Gurumurthy Kalyanaram, Visiting Professor, RBS Kochi



Dr Gurumurthy Kalyanaram is a world-renowned scholar whose research covers Management Science; Education and Public Policy; Economics; and Innovation. He has been a distinguished scholar at the Woodrow Wilson Center for International Scholars, and the East-European and Russian Research Center. Currently, he serves as Educational Counselor to MIT. **Professor Gurumurthy Kalyanaram holds a PhD from the Massachusetts Institute of Technology and an MBA from the University of Texas, Arlington.** He has published in the Journal

of Marketing Research, Journal of Consumer Research, Marketing Science. International Journal of Research in marketing, Journal of Product Innovation Management, Marketing Letters, International Journal of Management Reviews, International Journal of Human Resource Management etc.

Prof. Leung Tak Yan, Visiting Professor, RBS Kochi



Dr LEUNG Tak Yan is a PhD from Hong Kong Polytechnic University (AACSB and EQUIS Accredited) (Accounting). Currently, she is a visiting Professor at Rajagiri Business School, Kochi, India. Her research work has appeared in different disciplines of business including accounting, finance, corporate governance, marketing, management, and economics. She has published 43 papers in international peer-reviewed academic journals, including the Academy of Management Journal, European

Journal of Marketing, Journal of Business Research, British Journal of Management and the Journal of Corporate Finance.

Prof. Trichy Krishnan, Visiting Professor, RBS Kochi



Dr Trichy Krishnan holds PhD in Marketing from the University of Texas at Dallas, USA. His research interest is in developing models that can explain and forecast sales growth of new breakthrough products, and application of game theory techniques in order to understand and explain the various differentiating strategies used by firms, especially in the retail area and across channels. Apart from this Dr Krishnan has also worked on the adoption of Financial Inclusion services by villagers in India. Dr Krishnan has published articles in the Journal of Marketing

Research, Marketing Science, Management Science, International Journal of Research in Marketing, Journal of Service Research, Journal of Interactive Marketing, International Journal of Forecasting, etc.

Prof. Kishore Gopalakrishna Pillai, Distinguished Professor, RBS Kochi



Professor Kishore holds a PhD from Florida State University and an MBA from IIM Calcutta. Previously, he held academic positions in several leading British universities, including full professorial appointments at the Bradford University School of Management and the Norwich Business School, University of East Anglia. His research focus is on consumer knowledge, social networks and retailing. His papers have been published in leading journals such as the Journal

of Retailing, Research Policy, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Thinking and Reasoning, Journal of Business Research, etc. He is on the editorial board of the Journal of Business Research and Industrial Marketing Management. His research has attracted funding from the British Academy. He has edited special issues of journals, chaired several conference tracks and given keynote/plenary speeches at international conferences. In 2019, Professor Kishore was awarded the Amity Global Academic Excellence Award, in recognition of his contributions to academia.

Prof. Kishore will be the moderator for the panel discussion.

Registration Fees

CATEGORY	CONFERENCE FEE	CONFERENCE & WORKSHOPS
PG STUDENTS (INDIA)	₹500	₹800
RESEARCH SCHOLAR	₹800	₹1300
FACULTY	₹1000	₹1500
CORPORATE	₹1200	₹1700

Publication Consideration Opportunity

- South Asian Journal of Business Studies, Scopus Q1, ABDC C.
- European Journal of Management and Business Economics, Scopus Q2, Web of Science (In Consultation with the Associate Editor Dr. Aviral Tiwari and Editor in Chief).
- International Journal of Emerging Markets, Scopus Q2, Web of Science, (In consultation with the Senior Editor Dr. Aviral Tiwari and Editor in Chief).
- Rajagiri Management Journal, Emerald Publishing.

Note:

Paper Selection for conference does not confirm paper selection for publication.

Based on the reviewer's comments, papers will be recommended to journal.

For Queries: icim@rajagiri.edu

CLICK HERE TO SUBMIT YOUR PAPER

Guidelines for Paper Submission

- Extended Abstracts/Research proposals/Full papers are welcome for conference presentation.
- Abstracts must include the purpose of research, methodology, major results and implications.
- Authors can register for the conference by paying a prescribed fee, once their abstracts are accepted.
- Only full papers will be considered for possible publication.
- The title page should contain paper title, names(s) of the author(s), affiliation(s) and e-mail address of corresponding author.
- The paper must accompany an abstract (strictly between 250 and 300 words) and 5-6 keywords.
- The main document should be double-spaced, with one inch margins on all sides and all pages should be numbered consecutively.
- Text should appear in 12-point Times New Roman or Arial.
- Papers must be submitted in PDF file format.

Key Dates

Deadline for submissions	: 2 nd January 2023
Acceptance of extended abstracts / papers	: 9 th January 2023
Submission of full papers	: 18 th January 2023
Registration for the conference	: 19 th to 28 th January 2023
Conference date	: 03 th , 04 th February 2023

About Rajagiri College of Social Sciences (Autonomous)

Rajagiri College of Social Sciences (RCSS) is the eldest child of Rajagiri Vidyapeedam (Rajagiri group of educational institutions). It is located on two picturesque campuses- the Hill Campus at Kalamassery and the Valley campus at Kakkanad in Kochi, in the state of Kerala. RAJAGIRI literally means “The hill of the King” and derivatively it refers to the hillock where Jesus Christ is accepted as the King or the model, as the human embodiment of the virtues of love, truth and justice.

RCSS is basking in golden glory in NIRF ranking of 27th best institution in the country, with a NAAC A++ grade with a CGPA score of 3.83 out of 4.

The College had its origin as pioneers in professional social work education starting with a Diploma in social service way back in 1955 and adding on Masters in Social Work (MSW), the first of its kind in Kerala State and one of the very few in South India. The specialization PM & IR then offered in MSW programme gave way for additional Programme -Masters in Personnel Management & Industrial Relations which is the present MHRM offered on campus.

The College then started under the University of Madras, later came under the University of Kerala and after 1986 affiliated to MG University, Kottayam. Over the years the College started expanding its horizons to the Management studies, Computer Science, Library and Information Science, Behavioral Science and Commerce. The MBA and MCA Programmes are approved by All India Council for Technical Education (AICTE). The College is presently offering 17 Programmes (Graduate, Postgraduate, Postgraduate Diploma and PhD) under 8 Departments.



About Rajagiri Business School

Established in the year 2008, Rajagiri Business School (RBS) is part of Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark and to the integrated business township, SmartCity Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendour of the environment to allow for academic development in communion with nature.

RBS is accredited by the Association to Advance Collegiate Schools of Business (AACSB), and is the first in Kerala and 20th in India to be accredited by the AACSB. Thus, RBS joins the distinguished group of 5.7% accredited B-Schools in the world, to be recognized by the AACSB.

To equip students with the right conceptual foundation, analytical skills and knowledge application ability, the curriculum at RBS is kept relevant with the dynamics of the changing business environment. With social sensitivity at its core, the emphasis is on experiential learning and holistic development. Case method, simulation and lectures are the chief pedagogical tools used at the School.

Through our pedagogical innovation, Rajagiri Immersive Learning Experience (RILE), our students are exposed to experiences and activities that prepare them to confront the complex business environment head-on. The focus of RILE is on four dimensions: Conceptual Learning, Experiential Engagement, Executive Modeling and Corporate Competency. The various activities under each of these dimensions help to mould and transform the Rajagirians into professionally competent and socially sensitive individuals.





Valley Campus

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