

## **IIMA PRESS RELEASE 2012-13**



### **IIMA to hold 5<sup>th</sup> International Conference on Marketing in Emerging Economies**

IIMA, January 8, 2013: The Indian Institute of Management Ahmedabad will hold the 5<sup>th</sup> International Conference on Marketing in Emerging Economies from January 9-11, 2013.

The IIMA Marketing Conference has become a recognized leading platform to disseminate research pertaining to Marketing in Emerging Economies. With an acceptance rate of 25%, it ranks among the best marketing conferences of the world.

The Conference co-ordination committee comprises of, Profs. Anand Kumar Jaiswal, Arvind Sahay, Dheeraj Sharma and Piyush Kumar Sinha, faculty members of the Marketing Area, IIMA. The Conference is supported by Professor Labdhi R. Bhandari Memorial Fund, IIMA.

Professor Samir K. Barua, Director IIMA will inaugurate the Conference on January 10, 2013 at 9.00 a.m. at Ravi J Matthai Auditorium, IIMA main campus followed by Professor V. Kumar, Georgia State University, USA delivering the address.

The other key speakers at the Conference include Professor Russell Belk, York University, Canada, Professor Masaaki Kotabe, *Temple University, USA* and Professor Joe Hair, *Kennesaw State University, USA*. Amongst the leading marketing faculty across the world, Professor Jagdish N. Sheth, *Emory University* would also be attending the Conference.

The Conference aims to bring together researchers and academicians from across the world and provides an unique opportunity to marketing professionals in India to share their ideas and research with some of the best in the world. 102 papers will be presented during the conference.

The number of abstracts submitted has been increasing exponentially over the past four conferences. For 2013, IIMA received 488 abstracts (as against 441 in 2011, 257 in 2009, 206 in 2007 and 107 in 2005). These abstracts have undergone a rigorous double blind review process by an international panel of 128 reviewers from reputed universities. This year the submissions came from 16 countries that include Australia, Bhutan, Canada, France, Greece, India, Italy, Malaysia, New Zealand, Rwanda, South Africa, Syria, Turkey, UK, USA and Vietnam. The Conference is expected to be attended by about 250 participants.

The Conference has 21 tracks, two plenary sessions and represents a broad range of topics relevant to marketing in emerging economies. Some of the tracks are: Consumer Behaviour, E-commerce, Psychology and Marketing, Retailing and Marketing of Services.

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