



FOUNDATION FOR ORGANISATIONAL
RESEARCH AND EDUCATION
FORE SCHOOL OF MANAGEMENT
NEW DELHI



announces

**FORE International Marketing
Conference 2021 (FIMC 2021)**

on

**MARKETING IN A
DISRUPTED WORLD**

26-27th November 2021

Collaborations:

Media Partner:

MBA RENDEZVOUS
EMPOWERING MBA ASPIRANTS

Knowledge Partner:

AIM
ACADEMY
of Indian Marketing

About FORE School of Management, New Delhi

Foundation for Organisational Research and Education (FORE) is committed to advancing Management Education, Research, Training, and Consultancy. Incorporated in 1981 as a non-profit institution, FORE has been working with industry and academia to develop new managerial thought and education domains and contribute to building leaders in today's global business environment. At FORE, students are expected to have an enriching and life-turning experience which enables them to reach new heights in their professional life. Located in South Delhi, FORE provides contextual learning and helps develop students as thinking professionals who can meet tomorrow's corporate leaders' future challenges. The programs develop multiple skills, including managerial decision-making, problem-solving, analytical reasoning, communications, creativity, and innovation.

About the Conference

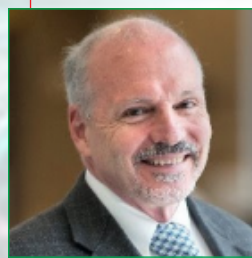
FORE International Marketing Conference 2021 (FIMC, 2021) is the eleventh conference of the annual international conference series hosted by the FORE School of Management (FSM), New Delhi. This year, the Marketing area of Fore School of Management will be conducting the conference during November 26th-27th intending to create a platform for the academicians, researchers, and practitioners to encourage and stimulate sharing of ideas and thoughts to deal with challenges of uncertainty and disruption caused due to the overwhelming Covid 19 pandemic and economic uncertainties. FIMC, 2021 offers a stage to budding research scholars, management students, academicians, practitioners, and policymakers for scholarly dialogues and exposition of their ideas, research findings, and innovative practices in various facets of marketing in the present disruptive environment. The Conference will be conducted in the ONLINE mode.

Keynote Speakers in Conference



Prof. Russell Belk

Distinguished Author and Researcher; Professor of Marketing, Schulich School of Business



Prof. Roland Rust

Distinguished Researcher; Professor of Marketing, R J Smith School of Business, University of Maryland; Executive Director, Center for Excellence in Service; Recipient of Buck Weaver Award, INFORMS Society for Marketing Science, 2020



Prof. Victoria Crittenden

Professor of Marketing, Babson College, USA; Editor, Journal of Marketing Education



Prof. Justin Paul

Professor, Univ of P Rico, USA & Distinguished Scholar-IIM-K; Univ of Editor-in-Chief, International Journal Consumer Studies & Associate Editor, Journal of Business Research



Prof. Osama Khan

Pro-Vice-Chancellor, Education and Professor in Practice, University of Surrey, UK.



Prof. Gautam Mahajan

Thought Leader, Academician, President, Foundation of Customer Value; Editor, Journal of Creating Value

Conference Organizing Team

Conference Patron



Dr. B. B.L. Madhukar
Chairman
FORE School of Management

Conference Chair



Dr. Jitendra K.Das
Director
FORE School of Management

Conference Convenor



Dr. Nirmalya Bandyopadhyay
Associate Professor, Marketing

Conference Co-Convenor



Dr. Ansh Gupta
Associate Professor, Marketing

Conference Coordinators

Mr. Abhinav Sharma: Voice and WhatsApp: (+91) 9643029261 **Mr. Sahil Dua:** Voice and WhatsApp: (+91) 9354713674

Technical Committee

Prof. Payal S. Kapoor (Associate Professor, Marketing) | **Prof. Varsha Khattri** (Associate Professor, Marketing)
Prof. Ashutosh Pandey (Assistant Professor, Marketing) | **Prof. Nanda Choudhuri** (Assistant Professor, Marketing)
Prof. Ayushi Sharma (Assistant Professor, Marketing)

Call for Papers

Marketing in a Disrupted World

COVID-19 has hit the world in an unprecedented way and it seems that these uncertain times will go on for a few years to come. The world as we see today has been disrupted in many ways be it - working from home, only essential travels, dependence on digital means of living, or changed food and health habits. During this time, the consumers are changing dramatically and so is marketing as a discipline. Be it retailing, services, sales and distribution, international marketing, B to B marketing, digital commerce, or marketing communications – all aspects of marketing are going through a sea change.

FORE School of Management invites submissions from Academicians, Research scholars, and Practitioners to submit and present their latest research at the conference. Theme papers in essay/problem-solution (based on management practices) format are also welcomed especially from the practitioners.

The submissions to be included in any one of the following Tracks in line with but not limited to the conference theme:

1. Consumer behaviour
2. Sales and Distribution
3. Retailing
4. Services marketing
5. Marketing Communication
6. Social Media and Marketing
7. Society, Sustainability and Marketing
8. Branding and Product strategies
9. International marketing
10. Artificial Intelligence and Data Analytics in Marketing
11. Entrepreneurship
12. Marketing Education and Learning

Important Dates (Updated)

Last Date of Submission of
Extended Abstract

15th September, 2021

Decision on Abstract

20th September, 2021

Last date of Submission of full papers

1st November, 2021

Conference Registration Starts

1st August, 2021

Conference Registration Closes

15th November, 2021

Conference Dates

**26th-27th
November 2021**

Submission Guidelines

Extended Abstract

Academicians, Practitioners, and Research scholars are encouraged to send their original, unpublished work in the form of Extended Abstract (1000-1500 words) to the conference. Up to three authors are allowed to be included for each submission (abstract/paper). The text of the paper to be in Times News Roman (TNR), font 12 pt., 1.5 spaced. That abstract should include the objective and scope of research, a brief literature review, methodology, findings, and implications. At least one author for each submission must register for the conference and make a presentation of his/her work.

Full Paper:

Authors of the accepted work (extended abstract) are encouraged to send full papers to the conference to be considered for the publication opportunity in the participating journals through an expedited review and subject to the positive review and decision by the journal editorial board. Full papers are limited to 4000-5000 words. For sending a full paper and to get consideration for the publication opportunity at least one author of each paper must register to the conference and make a presentation of his/her work. For more details, please refer conference website <https://fsm.ac.in/conference/fimc-2021/>

The paper submitted to this conference must contain original work, should be plagiarism free and must not be published anywhere before. An exception can be made for papers published on the Internet as draft versions or preprints, but the author should disclose if the paper has already been presented or is available on the Internet as a draft or preprint.

Publication Opportunity

Selected papers presented at the conference will have publication opportunities in reputed and indexed International and National journals strictly subject to positive peer review by the journal editorial board. Only full papers will be considered for publication opportunities. A list of the participating journals is given below.

- **Journal of Strategic Marketing (ABDC-A)**
- **American Business Review (ABDC-A)**
- **International Journal of Emerging Markets (ABDC-B)**
- **Indian Journal of Marketing (ABDC-C)**
- **Abhigyan (Ebsco, ICI)**

Conference Registration Fee:

All presenters and attendees must register for the conference. Online registration will start from **1st August, 2021**.

Participants Category	Online Mode
Academicians (Faculty Members)	Rs. 2400
Doctoral Research Scholars /Students	Rs. 1500
Foreign Academicians / Research Scholars	\$85
Corporate Practitioners (with paper)	Rs. 3300
Attendees (without paper)	NIL

(Incl. GST)

Bank details for making payment through NEFT/RTGS

Name of Beneficiary	FORE School of Management
Account No. (Savings)	910010002240661
IFSC Code	UTIB0000015
Bank	Axis Bank Limited
Branch Address	Green Park, New Delhi – 110016
MICR Code	110211003
SWIFT Code	AXISINBB015
IBAN	DE81501108006231605392 (Required if payment is in EURO)

On successful payment made, UTR number will be generated by the online system or the Bank (If paid across the counter). This UTR number must be sent to accounts section of FORE through email "accounts@fsm.ac.in" This will help to track the fee received by FORE. Accounts section of FORE will confirm the receipt of the fee/payment to the participants within 7 working days. If confirmation not received in 7 days, please send a reminder to "bhuvan.chand@fsm.ac.in" or "fimc2021@fsm.ac.in"
Registration fee is payable online or through demand draft drawn in favour of 'FORE School of Management', payable at 'New Delhi'.

For further details please see the conference website <https://fsm.ac.in/conference/fimc-2021/>