

National Conference on Insights in Marketing 2020

“Marketing in an Economic Downturn”

7-8
FEBRUARY
2020



Pre-Conference workshop-Feb 07, 2020

Marketing in an economic downturn

The marketing strategy, should be adaptive, responsive and agile to the changed circumstances of downturn, but at the same time enable the firm to stay focused for the long term. In a slowing economy, overconfidence can lead a firm into all kinds of trouble, even disaster. After enjoying market success for a number of years, it's easy to dismiss changes in the market, over-hire, and spend too much. On the other hand, excessive timidity can stop a firm's momentum dead, offering voracious competitors a chance to eat away at your market share and hard-won client base.

The Indian GDP growth rate has slipped to 5 per cent in the first quarter (Q1) of FY20, the lowest in over six years. This is an indication of tougher times ahead. Be it the recent collapse of the automobile sector or the rising number of non-performing assets (NPAs), sluggish consumer demand or failing manufacturing sector; all have a hand in this deceleration of growth rate.

The government measures to revive economic growth and markets include the withdrawal of higher taxes for foreign portfolio investors and release of funds for bank recapitalization.

Marketing your firm in a slowdown doesn't have to be difficult, but it helps to diagnose the situation early, before aggressive and painful corrective measures are needed. Keep in mind that we are in a natural business cycle that will end at some point, so if possible, avoid doing things you will regret later. Try to think of today's downturn as an opportunity to test your self-discipline and refocus on marketing fundamentals. That way, your firm is likely to come out of the downturn stronger and better positioned than ever.

Sub themes

Contributions are invited in the following area but not limited to.

- Insight driven Marketing
- Digital Marketing
- Social media Marketing
- Mobile Marketing
- E commerce
- Retailing
- Branding
- Causal Marketing
- Ethical issues in Marketing

Marketing in Recession

- Client retention
- Enhancing brand awareness and reputation
- Managing an increasing sales cycles
- developing measurable campaigns
- increasing direct marketing investments
- No Cost, Low cost marketing



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One-Day Workshop on 'Philosophical Underpinning and Qualitative Research Methodology' is to provide participants with an essential knowledge and overall understanding about philosophical basis and qualitative approaches in social science research.

Workshop Objectives:

- Provide the basic knowledge needed for qualitative research in place.
- Achieving clarity on possibilities and limitations of the particular approach.
- Knowing prominent qualitative research methods.
- Most prominent Data collection and analysis tactics

Workshop Dynamics

Starting point of any research approach is the worldview of the researcher. Hence, the workshop will start by touching upon Ontological and epistemological views. Then, will move on to the process, prominent research approaches and data collection. These sessions will include activities aimed at bringing participants close to the topic of discussion, enabling participants to understand and appreciate.

About Rajagiri College of Social Sciences and Rajagiri Business School

Ministry of Human Resource Development, Gov. of India ranked Rajagiri as the 25th best college in India. MBA, MHRM and PGDM programmes in Rajagiri are accredited by ACBSP, USA since 2016. The Rajagiri Institutions are managed by the Carmelites of Mary Immaculate (CMI) congregation, the first indigenous religious congregation for men in India. In 1980, Rajagiri College of Social Sciences (RCSS) was founded by the CMIs of the Sacred Heart Province, Kochi to establish a centre of excellence in the field of higher education. Rajagiri Centre for Business Studies which offer higher education in business and management domains has under its umbrella Rajagiri School of Management of Rajagiri College of Social Sciences (Autonomous) offering MBA and MHRM programmes, Rajagiri Business School offering the PGDM programme and Rajagiri International Institute for Education and Research offering International Management Programme (Twinning MBA). The PGDM programme at RCBS is recognized by the All India Council for Technical Education (AICTE) and has been recognized as equivalent of MBA degree of an Indian University by Association of Indian Universities (AIU) in 2012. The education at RCBS goes beyond academics and concentrates on the holistic development of the students. RCBS believes in continually raising its bar and is relentless in pursuit of excellence by nurturing management professionals with exceptional creative ability and social sensitivity. RCBS prepares students to manage and to lead dynamic business situations by providing a challenging environment, which helps them to learn, grow, lead and inspire others. The academic rigor and the application oriented makes learning complete.

Guidelines for abstract submission

Selection of papers/cases for presentation will be based on structured abstracts not exceeding 250 words. The abstract should be submitted in MS word or pdf format to ncimconference2020@gmail.com Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conference the abstract is to be included. They should adhere to the following:

Length : 250 words excluding title/cover page and references

Margins : 2.5 cm or 1 inch

Font : Times New Roman, 12 point

Spacing : 1.5

Title page : Title, Author(s), Affiliation(s), Contact Details

Guidelines for submission of selected papers

Authors of accepted Abstracts (Full Paper (or) Work-in-Progress (or) Extended Abstract) shall prepare the final paper/case or Extended Abstract. Authors submitting Full Paper/ WIP should submit full paper in PDF format for review during 22nd Dec 2019 – 17th January 2020. The Full paper / WIP should be submitted in word or pdf format to the email id ncimconference2020@gmail.com Papers must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They should adhere to the following:

Maximum Length Maximum length of full paper can be 20 pages

including data sheets, annexures, etc.

Margins 2.5 cm or 1 inch

Font Times New Roman, 12 point

Spacing 1.5

Title page Title, Author(s), Affiliation(s), Contact Details

Synopsis Not more than 200 words

Key words Maximum Four

Selected best papers of this conference will be considered for publication in a Scopus listed journal subject to editorial & review process

Publication criteria for review and evaluation

Relevance:	Does the subject of the paper appeal to the interests of the Conference attendees?	Originality:	Does the paper add new findings, in-sights, or knowledge to the body of literature?
Applicability:	Does the paper bridge the gap between theory and practice?	Research:	Does the paper compare and weigh the material against the work of others?
Credibility:	Does the paper present credible and accurate information?	Conclusions:	Is the conclusions sound and justified?
Methodology:	Does the paper use sound and appropriate method(s)?	Implications:	Are the managerial relevance and implications of the decision problem demonstrated?
Organization:	Does the paper follow a definite direction and clear Organization?	Format:	Are the abstract and the paper as per the guidelines for submission?
References:	Are the references adequate?		

Important Dates

Last date of Abstract Submission.....	22nd November 2019
Notification of Acceptance.....	23rd November 2019
Commencement of registration.....	23rd November 2019
Submission of Full Paper.....	21st December 2019
Notification of Acceptance.....	22nd December 2019
Submission of corrected paper.....	11th January 2020
Last date for regular registration.....	17th January 2020
Submission of PPTs.....	25th January 2020
Conference Date.....	07 & 08 February 2020

Registration Fee

Conference (on 07 Feb)
Conference & Workshop (07 & 08 Feb)
Research scholars/Students Rs. 250 /- Rs. 500 /-
Faculty Rs. 500 /- Rs. 750 /-
Corporates Rs. 750 /- Rs. 1500 /-
Registration

Authors can register for the conference by paying prescribed fee once their abstracts are accepted. Delegates can also register for attending the conference without presenting a paper. Conference fee includes registration, participant kit, lunch and snacks. Please refer the section 'Registration Fee' to know about registration fee for various participation categories. Registration Fee can be paid through Demand Draft (or at par cheque, payable at Ernakulum), favoring Rajagiri Business School. Conference registration opens on 23rd November 2019 and will be open till 17th Jan 2020 Please fill the registration form with the payment details in the conference webpage :

<http://rcbs.rajagiri.edu/Academics/Researches/details/NCIM>

Address for sending DD

The Principal,
Rajagiri Business School,
Rajagiri Valley .P.O.,
Kakkanad, Kochi-682039

Account details for electronic payment

Account Name: Rajagiri Business School
Account No: 0587053000001922
IFSC Code: SIBL0000587
Bank & branch: The South Indian Bank Limited, Rajagiri Valley Branch, Kakkanad
Beneficiary Reference: <Your Full Name >

Hospitality

Accommodation can be arranged in nearby hotels based on the request made by the participants. The hotel tariff needs to be borne by the participants/presenters. The request can be made in the registration form or can be intimated through e-mail to ncimconference2020@gmail.com

How to reach Cochin

The Cochin International Airport is well connected to major cities all across India and the world. From the airport, the main city centre is about 29 kilometres away. Buses, taxis, cabs, and trains can be used for the purpose of reaching the requisite destination from the airport. Cochin has a strong network of Kerala State Road Transport Corporation (KSRTC) bus services that connects it to all the major cities in Kerala and with some of the major cities in Tamil Nadu and Karnataka. Air-conditioned deluxe Volvo bus services are available from Cochin to cities such as Hyderabad, Mumbai, Chennai, Bangalore and Trivandrum. Cochin is well connected to all the major railway stations in India. Most of the Kerala bound trains have a stop at either of the two railway stations in Cochin – Ernakulam Town Station and Ernakulam Junction Station. From the railway station, one can board a bus, a taxi or a cab to reach the required destination in Cochin.

Co-ordination Committee

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