



**INTERNATIONAL
CONFERENCE
ON
Paradigm Shift:
Transformative
Strategies in the
Business World
10-12 MAY, 2024**

**Institute of Engineering & Management, Kolkata,
University of Engineering and Management, Kolkata**

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Contact Us:



9830309889



Abstract/Paper Submission:
uemk.marcon@gmail.com

In Association with Research & Case Wing, Department of Management,
Institute of Engineering & Management, Kolkata

OVERVIEW:

The conference intends to address dominant areas of research on sustainable practices from the marketing perspective, the origin of interest in sustainability, as well as the practice of misplacing sustainability ideas in pursuit of short-term business goals.

BROAD CULTURE THEMES:

- Sustainable Consumer Customs
- New Consumption Influence
- Environmental Marketing & Green Entrepreneurship
- Sustainable Prospects
- Sustainable Development Goal Indicators
- Food Systems
- Sustainable Marketing: Issues and Challenges
- Contemporary Indian Marketing Environment
- Direct and B2B Marketing
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Digital and Social Media Marketing
- Emerging Technologies in Marketing
- Fintech Marketing
- Circular Economy for Sustainability
- Marketing and Finance Interface
- Managing Distribution Logistics
- International Marketing & Marketing in Emerging Countries
- Marketing Models and Analytics
- Marketing and Supply Chain Management
- Marketing and Operations Management Interface
- Rural Marketing
- Green Marketing
- Product, Brand Management and Advertising
- Sales, Distribution and Retail Management
- Sports Management and Marketing
- Strategic Marketing
- Tourism, Hospitality & Destination Marketing
- Marketing and Human Resources Management Interface



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REGISTRATION FEES

Business Executives: 2999 (INR)/75 (\$)

Academicians: 2499 (INR) /50 (\$)

Scholar: 1499 (INR)/30 (\$)

Payment Link: <https://iem.edu.in/marketing-international-conference-online-payment/>

IMPORTANT DATES

Abstract Submission Last Date: 07th April, 2024

Full Paper Submission Last Date: 14th April, 2024

Notification of Acceptance: 16th April, 2024

Last date of Registration: 19th April, 2024

PUBLICATION OPPURTUNITY

Selected papers shall be sent for publication (double blind peer reviewed) to scopus indexed and ABDC journals. Publication is at the discretion of the journals as per journal guidelines.

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- Please adhere to the APA reference style. View the APA guidelines to ensure your manuscript conforms to this reference style.
- Word Limit for full paper submission with references should not exceed the 4000 words.
- The similarity index should be less than 10% checked using the Turnitin / Iuthenticate.
- MS Word file should be submitted for review/editing purposes. The first page of the manuscript should include the title, names, and affiliations of all authors, including the email ID.

Note: Double blind peer reviewed selected research papers will be sent for publication.

GUIDELINES FOR AUTHOR

- **Abstract:** All manuscripts except, editorials, commentaries and reviews, should be accompanied by one-paragraph abstract of no more than 200 words along with 4-5 keywords. The paper should be structured in the following manner: Introduction, Methodology. Results and Discussion (IMRAD style). The introduction should have a brief description of the study followed by the methodology adopted. It should mention the design, sample description and the tool used. The results section should include the findings of the study. Discussion should include the inferences drawn from the results and implications.
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- Use 'z' spellings instead of 's' spellings. This means that words ending with '-ise', 'isation'etc., will be spelt with 'z' (e.g., 'recognize', 'organize', 'civilize').
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- Use single quotes throughout. Double quotes only to be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be separated from the text and indented with one space with a line space above and below.
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