



Call for the Papers for the Special Session

ICITMSD-2019

“International Conference on Information Technology and Management for the Sustainable Development (ICITMSD-2019)”

*Uttarakhand Institute of Management,
Uttarakhand University, Dehradun, Uttarakhand, India*

<http://icitmsd.uim.lwtindia.com/>

Conference Dates: August 09-10, 2019

Special Session Theme: SERVICES MARKETING BEYOND SEVEN Ps

Session Chairperson: Prof (Dr) I C GUPTA,
Ex Dean Management & Tourism D A University
Professor Emeritus Oriental University Indore
Visiting Professor: France Thailand Mauritius Bhutan
UGC Subject Expert: Management/Tourism
Ex Indian Air force Veteran

Special Session Aim and Objective: To Broaden Perspective on Services Marketing

Areas of Coverage- Suitable topics include, but are not limited, to the following:

<ul style="list-style-type: none"> • Value Chain Analysis, • Global Retailing: Innovation and Change • Online advertising-issues & challenges, • E-Marketing, B2C and B2B Marketing, • Green Marketing, • Customer Database and Database Marketing, 	<ul style="list-style-type: none"> • Data Analysis to Improve Customer Experience, • Emerging Economies, • Investment Banking and Financial services, • Group Dynamics, Managing • Global Workspace, • Employee Retention
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PUBLICATION

All Selected and presented papers will be Double Peer Blind Reviewed and will be published in SCOPUS/WoS-ESCI/UGC Indexed Journals, and Extended version of good Quality papers in Special Issues of Bentham Science, IGI Global, Inderscience., ABDC Journals.

NOTES FOR PROSPECTIVE AUTHORS

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (Conference papers may only be submitted if the paper

has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

IMPORTANT DATES

Submission of Full Paper: [July 15, 2019](#)

Review Result: [July 20, 2019](#)

Registration and Camera-Ready Submission: [July 30, 2019](#)

Late Registration: [August 2, 2019](#)

Conference Date: [August 09-10, 2019](#)

All papers are refereed through a peer review process.

SUBMISSION

Submitted via Easy Chair <https://easychair.org/conferences/?conf=icitmsd2019>

OR

icitmsd@gmail.com / proficgupta@gmail.com

If you have any queries concerning this special session, please email the session chairperson:

Prof (Dr) I C GUPTA: proficgupta@gmail.com or Call at +91- 9993575899 / +91-6350373161

For more information related to the conference, please visit <http://icitmsd.uim.lwtindia.com/>