



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: Marketing Concepts to Applications

Session Chairperson: Dr Jyoti Rana,
Associate Professor,
HOD-PG Department of Commerce,
DAVCC, Faridabad, India

Special Session Aim and Objective: Marketing is a dynamic field and marketers operate in a fast-changing environment. As a result, marketing areas are constantly evolving and changing. So, the marketers must consider these changes while preparing their strategies. The session would aim to examine various concepts and applications of marketing from a variety of perspectives that would hopefully add to knowledge.

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

<ul style="list-style-type: none">• Marketing to the Millennials• Consumer Psychology and Behaviour• Extended applications of marketing• Marketing Research• Sustainability• Influencer Marketing• Ethical consumerism• Brand Identity and Equity	<ul style="list-style-type: none">• International issues• Practical experiences• Pedagogical aspects including case research, developments in the emerging nations, service management, and other nontraditional and innovative areas
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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.

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](#)

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).

All papers are refereed through a peer review process.

SUBMISSION

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

OR

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TECHNICAL PROGRAMME COMMITTEE

- **Dr. Anjali Chopra**, Associate Professor, KJ Somaiya Institute of Management, Mumbai, India
- **Prof Sanjeev Kumar**, Professor, GJU University of Science and Technology, Hisar, Haryana, India
- **Dr Vibha Bhandari**, Assistant Professor, Department of International Business Administration, College of Applied Sciences, Nizwa, Sultanate of Oman
- **Dr. Gunjan Gumbar, Director** Programs, Foundation for Management Research and Training, Delhi NCR, India

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

Dr Jyoti Rana: jyotid_123@yahoo.co.in or Call at +91-9999310592/ +91-6350373161

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