

## 13<sup>th</sup> International Conference on Marketing – MARKCON 2020

**Date:** 9-11 January 2020

13th International Conference on Marketing “MARKCON 2020” ended on a high note. A good amount of feedback was received from the participants, thus reflecting the impact it has had on the target audience. IBA couldn't have asked for more as the run up to the mega event goes back to about a year and half. The three days knowledge extravaganza truly etched a mark in the history of IBA, if not by virtue of the number of attendees, but certainly by the number of right boxes checked.

For MARKCON 2020 IBA proudly associated itself with Academy of Indian Marketing (AIM). A MoU was signed by the authorities from either side. IBA's commitment to knowledge creation and knowledge sharing was further strengthened with this association. MARKCON 2020 also had proud sponsors in Pearson India Education and HumacI who were Gold Sponsors and Conference Kit Sponsors respectively. MARKCON 2020 also mobilised Journal of Indian Business Research (JIBR), an Emerald Publication to guide the selected authors towards publication. The Editors and Advisors were really helpful in reviewing the research papers and providing authors guidance in paper writing.

More than 200 papers were received for MARKCON 2020. All abstracts went through a review process, post which around 140 papers were selected for registration. A total of 120 registrations took place and 83 presentations were scheduled across two days. The pre-conference workshop on “Research and Paper Development” was well-received by many. The Research Dialogue on the topic “Research Writing and Publications” was a standout part of the workshop.

The conference saw a fair good representation from students, research scholars, faculty members and people from industry. 101 delegates and a total of 21 speakers witnessed the conference across three days. There were speakers from diverse background representing renowned schools, universities and organizations with a fair representation from academia as well as industry. The academicians were drawn from IIMs, IISc, IIFM, MICA, and from foreign universities like Griffith University-Australia, University of Vienna, Emory University, and Lehigh University as well. Industry experts from companies like Philips, Innomantra Consulting, Salesforce and Siemens Financial Services gracing the event as speakers also added the flavour of practice to the conference.

The conference was attended by the senior and junior faculty members from all over India who have run into the Research scholars and the students representing various universities. The conference had papers as well as participants from Nepal, Bangladesh, USA and Australia as well.

The conference had diverse discussion formats in Panel discussions, Plenary sessions, Research Dialogues, Workshop and Technical sessions. Participants could get wide coverage of topics, measured deliberations and in-depth discussions. Sessions were managed effectively with presentation time for each participant being 20 minutes (including 5 minutes of Q&A). This helped them get detailed feedback and inputs from the expert panel members.

It was a pleasant surprise for participants on the evening of 2<sup>nd</sup> day of the conference. The students of IBA mesmerised them with spectacular song and dance performances. The Cultural Evening was power packed with classical forms of dance, western dance, retro song performance, and many more.

It is through MARKCON 2020, IBA instituted two special awards for the achievers in the field of research and teaching. In fond memory of Late Shri BML Jain, the Founder Chairman of IBA, an award called “**Shri BML Jain Memorial Life Time Achievement Award**” was commissioned. The maiden recognition has gone to **Dr. Mithileshwar Jha**, Professor of Marketing (Retired) from IIM, Bangalore. Dr. Jha graciously accepted the honour and spent time with the participants.

“**IBA's Award for Excellence in Teaching and Research in Marketing**” was conferred upon **Dr. S. Ramesh Kumar**, Professor of Marketing from IIM, Bangalore. Dr. Ramesh Kumar couldn't make it to the conference to receive the award owing to his prior commitments. But, he was graceful to send a video message, thanking IBA for initiating a noble work.

The Conference Committee gave away the awards in recognition of the good research work carried out by the participants. The awards were given under different categories, viz., Faculty members, Research Scholars and Students. The awards carried a Certificate and cash prizes of Rs 25000, Rs 15000 and Rs 10000 respectively. The winners were;

- **Best Research Paper – Faculty Member Category**

Easy chair No: 43

**Paper Title:** 'Made in India as Determinant of Perceived Quality of the Product'

**Authors:** Dr. S. Shyam Prasad & Dr. Shampa Nandi, ISME-Bangalore

- *Best Research Paper – Research Scholar Category*

**Easy chair No:** 111

**Paper Title:** Affective Priming Technique in Advertising-An empirical study with reference to FMCG Sector

**Author:** Ms. Divya Nair, XIME, Bangalore

- *Best Research Paper – Student Category*

**Easy chair no:** 17

**Paper Title:** Millennial State of Mind: Testing perceptual factors of aspirational luxury products among urban millennials in India

**Authors:** Mr. S. Abhishek & Mr. Rahul Krishna, PESIT-Bangalore

The committee had constituted an award in recognition of the innovations made by the faculty members in teaching methods, pedagogy development in the area of Marketing. Six nominations were received under the category. Five of them made presentations which were judged by **Dr. Moutusy Maity**, Professor of Marketing from IIM, Lucknow and **Dr. Tapan Sarker** from Griffith University, Australia. The award carried a certificate and a cash prize of Rs 20000. The winning innovation was:

- **Paper Title:** Co-creation for continuous learning

**Author:** Dr. Jessy Nair, PESIT-Bangalore

The event ended on a high note but wouldn't have been possible without the able backing from the social media team that helped create the required buzz running up to the event. Conference collaterals and their designing had their own role. The uniformity and consistency were the unique branding propositions with posters highlighting each session.

The communication with the speakers and the participants before, during and after the conference were timely and prioritised very well. This helped the team connect with them with ease and helped provide them required comfort. It will not be an exaggeration nor a vainglory to claim that such affability and transparency helped mobilize more participation and catalysed the smooth execution of the conference