



CHITKARA
UNIVERSITY

CHITKARA BUSINESS SCHOOL

**International Conference
on**

Marketing 5.0

**RELATIONSHIPS, PERSONALIZATION
AND DATA HERALD**

6-7 June, 2020

**OPPORTUNITY TO GET YOUR PAPER PUBLISHED
IN JOURNALS LISTED IN SCOPUS, WEB OF
SCIENCE AND UGC CARE.**

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www.chitkara.edu.in

IMPORTANT DATES

Submission of Extended abstract
31ST MARCH 2020

Submission of full-length paper
30TH APRIL 2020

Last Date of Registration
31ST MAY 2020

ABOUT CHITKARA UNIVERSITY

Chitkara University is a private state University having its campuses in Punjab and Himachal Pradesh - just 30 km from Chandigarh. Engineering, Management and Pharmacy programs of Chitkara University are top-ranked by several rating agencies at the national level. Both campuses are approved by UGC, Ministry of HRD and state legislative of Punjab and Himachal Pradesh respectively. The University has 16 Schools in the fields of Engineering, Management, Architecture, Pharmacy, Healthcare, Education, Arts & Design, Polytechnic, Hotel Management and Computer Applications. Chitkara University, Punjab campus has 12000 plus students and more than 700 faculty members. Our Pharmacy, Engineering and Management programs are top-ranked at the national level by NIRF and other major ranking agencies such as Business Today, India Today, Business World, Business India, Education Jagat, The Academia Insight, FICCI, ASSOCHAM etc. The University programs have been ranked top at national level because of industry endorsements and academic legacy carried forward by Chief Mentors, Dr. Ashok K. Chitkara, Chancellor of the University and Dr. Madhu Chitkara, Vice Chancellor of the University. With strong and well established international partnerships across the globe, the University is a place of opportunity for the students to travel all popular destinations of the world in more than 120 world class educational institutions of international repute in the USA, Canada, France, Germany, Italy, Scotland, Netherlands, China, South Korea, Singapore, Japan, and many more to count on. The university has established its mark in the area of entrepreneurship with more than 100 startups, three incubators and nearly 100+ mentors to support Entrepreneurship in the campuses. More than 200 patents have been filed by CURIN (Chitkara University Research & Innovation) cell in the areas of Technology, Farm Equipments, Medical and Healthcare, Lifestyle & Wellness, Food Processing, Housing etc. More information can be obtained from www.chitkara.edu.in.



Dr. Ashok Chitkara has created benchmarks for generations to come and he has more than 4 decades of experience in education sector . He made his foray into the field of Mathematics by doing B.Sc (Hons School) Mathematics, M.Sc (Hons) Mathematics from Delhi University. He was also awarded Gold Medal in his M.Sc. (Mathematics) for topping the Delhi University. He then went on to pursue his B.Ed, M.Ed and Ph. D, which chiseled him to perfections for teaching as a career. Dr. Madhu Chitkara is one of the co-founders of Chitkara Educational Trust, an organization of great repute & distinction. An eminent academician, an innovative entrepreneur, she has articulated, designed the road map for the Trust & has actively contributed to its tremendous growth and recognition in all these years and is spreading light of education in the life of tens of thousands of people.



ABOUT CHITKARA BUSINESS SCHOOL

Chitkara Business School is part of Chitkara University, Punjab. It started functioning in 2011. We are nearly 1500 students and 70 faculty members across the programs. Chitkara Business School offers MBA in 12 specialisations, BBA/B.Com in 10 specializations and Ph.D. program for Industry Executives. In a short span of time, Chitkara Business School is ranked 75th and maintained its position in NIRF annual rankings. Chitkara Business School is a proud partner of Harvard Business School for offering best business programs. Chitkara Business School is ranked among Top B-Schools of India by Business India, Business Today, Business World, Outlook, Higher Education, The Academia, India Today, FICCI and many more ranking agencies. Our MBA programs are focussed on creating employability, Our BBA/B.Com programs are designed to deliver the best of teaching-learning experience for students at the undergraduate level and Our Ph.D program is designed to solve real-time industry problems through research. Strong Industry partners, Relevant Curriculum, Progressive students and Dynamic faculty are our core strengths.

ABOUT THE CONFERENCE

Marketing has become one of the cornerstones for growing a successful business. Our era is responsible for Marketing 4.0: the world of mobile technology and global social interaction that can reach a customer anytime, anywhere. The benefit goes both ways: Brands have unprecedented access to customer data and insights to guide their efforts, while customers have the power of choice and can use social media to amplify their voices.

However, the future holds more promise. Customers want a new level of satisfaction—products and services that not only meet their basic needs, but also complement their creativity and values by offering something more. The result is Marketing 5.0, which will deliver personalized experiences. The conference will cover the upcoming and important topics in the marketing 5.0.

BENEFITS OF PARTICIPATION IN CONFERENCE

- Opportunity to get your paper published in SCOPUS indexed Journal and UGC approved journal.
- Opportunity to expand your Knowledge Base.
- Opportunity to get an expert opinion on your research work.
- Opportunity to expand Professional Network.
- Opportunity to position you as an expert or as a co-chairperson in one of the conference tracks.
- Opportunity to expand your resources.
- Opportunity to compete for Best Paper Award in each track of the conference.

CONCEPT NOTES WITH SUB-THEMES

The conference will cover the upcoming and important topics in the marketing 5.0. The following are the proposed theme for the conference:

- Personalization & Marketing
- Relationships and Marketing
- Role of Data Herald in Marketing
- Integrating Traditional and Digital Marketing
- Marketing Science and Technology
- Artificial Intelligence Applied in Marketing
- *Virtual and Augmented* Reality in Marketing
- Business Intelligence Databases and Marketing
- Data Mining and Big Data - Marketing Data Science
- Web Marketing, *E-commerce and V-commerce*
- Social Media and Networking
- Neuromarketing Technologies
- Customer Data Management and CRM
- Omnichannel and Marketing Communication
- Geo marketing
- Marketing Automation and Marketing Inbound
- Machine Learning Applied to Marketing
- Marketing and Internet of Things (IOT)
- Technology in Supply Chain Management
- Marketing and Digital Economy
- E-Governance
- Role of finance in Marketing
- Impacting Supply Chain Management

Other papers are also invited related to the themes.

- Acceptance/Rejection of abstract & full-length paper will be communicated within 10 days of submission.
- List of journals will be uploaded two weeks prior to the conference date.

BEST PAPER AWARDS

The “Best Paper Awards” will be given to the presented papers/posters presented in MARCON 2020 which will be selected by the committee. Opportunity to compete for best paper award is in following three categories:

- Best PG Student Paper Award
- Best Research Scholar Paper Award
- Best Faculty Paper Award

REGISTRATIONS DETAILS

	PG Student	Research Scholar	Academics	Industry
Early Bird Registration (Before 30 th April 2020)	1500	7000	7500	9000
Pre-Registration (Registrations Received by 15 th May 2020)	1500	7500	8000	9000
Late Registration (Received by 31 st May 2020)	1500	8000	8500	9000

ORGANIZING COMMITTEE

Patron:

- **Dr. Ashok Chitkara**
Chancellor
Chitkara University

- **Dr. Madhu Chitkara**
Vice-Chancellor
Chitkara University

Co-Patron

- **Mr. Mohit Chitkara**
Vice President
Chitkara University

Conference Director

- **Dr. Sandhir Sharma**
Dean, Chitkara Business School

Conference Co-Directors:

- **Dr. Amit Mittal**, Dean CBS-Ph.D. Program
- **Dr. K. K. Sharma**, Dean CBS-UG Program

Conveners

- **Dr. Babita Singla**
Chitkara Business School

- **Dr. Amandeep Singh**
Chitkara Business School

Technical Support Team

- **Mr. Santhosh**
Sr. Program Manager
Chitkara Business School

- **Ms. Babita Paswan**
Assistant Program Manager
Chitkara Business School

GENERAL INSTRUCTIONS TO AUTHORS

- The original manuscript should be submitted, typewritten doubled-spaced on A4 size paper (210x297 mm). All pages including tables and illustrations should be presented on separate sheets. Places, where figures and tables are to be inserted should be indicated in the text.
- All articles must have an abstract that should not exceed 300 words.
- Manuscripts should not exceed 30 pages (including all tables and figures) with 12-point Times New Roman Font in MS WORD. Please ensure that all variables (in mathematical expressions by using equation editor) are in italics and NOT bolded. An electronic version in MS WORD should be sent via e-mail. No hard copy is required. No article can be accepted for the proceedings without an electronic copy in MS-WORD.
- Please write the paper reference number, title, authors' names, addresses, e-mails etc. on the cover page. The manuscript should be prepared on standard 8.5”x11” paper (or A4 size) with a margin of one-inch margin on all four sides. Use of footnotes is strongly discouraged.