

Extended Abstract Guidelines

All Extended Abstracts MUST be submitted in Microsoft Word, double-spaced, in 12-point Times New Roman font.

Please begin with the following elements:

1. TITLE (bold, all caps).

Please mention the relevant code under which you want the extended abstract to be considered (for example, In case you want to consider your abstract under area "Branding of Banking & Financial Services" then you should specify Code 15)

Author Names, University Affiliations - No titles (Dr., Mr., Ms., etc.) should be used.

Contact Info:

Under author names, please include the following statement for the lead author: "For further information, please contact Lead Author's Full Name, Affiliation (E-mail Address).

Keywords: Please provide a list of 4-5 keys words.

- **The organization and content of your Extended Abstract as per the following headings:**

- Lead Heading: EXTENDED ABSTRACT (bold, centered, all caps). The selected full papers will have an opportunity to get published in internationally reputed peer-reviewed and SCOPUS indexed journals.
- Heading One: Research Question (bold, left-aligned, title caps)*
- Heading Two: Method and Data (bold, left-aligned, title caps)* This section is not applicable to nonempirical papers.
- Heading Three: Summary of Findings (bold, left-aligned, title caps)*
- Heading Four: Key Contributions (bold, left-aligned, title caps)*

*Extended Abstract should not be more than 2500 words (including references, tables and appendices).

REFERENCES: A complete list of references is required at the end of Extended Abstract. Include only the references directly mentioned in the paper. Use the APA (6th Edition) citation style throughout the manuscript.

Selected full papers will have an opportunity to get published in internationally reputed peer-reviewed & Scopus indexed journals.



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Important Deadlines

Submission of Extended Abstract	May 15, 2019
Feedback on Extended Abstract	June 15, 2019
Submission of Full Papers	August 17, 2019
Registration Opening Date	June 15, 2019
Last Date for 'Early Bird' Registration	September 30, 2019
Last Date for Late Registration	October 31, 2019



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ICFAI Foundation
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Presents

ICOMBS 2019

8th IBS Conference on Marketing & Business Strategy

On

Branding & Strategic Brand Management: Then, Now & Hereafter...



Conference Dates:
November 15 & 16, 2019

Venue:

ICFAI Business School (IBS)
Dontanapally, Shankarpally Road,
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CONFERENCE THEMES

Brands speak! Brands connect! Most importantly brands sell! Success of companies, organizations, non-commercial entities like NGOs, international institutions and even entities like places, and people are dependent on their ability to create, communicate and sustain their brands. Jeff Bezos, CEO of Amazon had once said "Your brand is what other people say about you when you're not in the room". Today, every marketing activity revolves around providing meaningful brand experience to enhance customer engagement with the brand so as to create competitive advantage. Hence, understanding the branding process industry of firms and their impact on consumers is vital for the success of brands across the globe. In recent times, brand management practices have evolved with the advent of digital revolution. As a consequence, firms strive to create synergies among various platforms to create a unique identity for themselves and prevent dilution of their brand image. In this sense, it becomes essential to study the various issues associated with brand management and work out the possible strategies which can aid managers to efficiently manage their brands.

Therefore, ICOMBS 2019 calls for original research papers, case studies, working papers, white papers and reports that are in line but not necessarily limited to below mentioned themes.

(source: <https://tubikstudio.com>).

AREA OF STUDY	AREA OF INTEREST
Theorizing brands, branding and brand management (Code – 01)	Theories, commentaries, and discussions on brands, branding, and brand management concepts.
Elements of branding strategies (Code – 02)	Critical considerations and aspects of branding strategies that make the brand(s) (un)successful.
Brand communication strategies (Code – 03)	Approaches and strategies relating to brand communication and customer/target audience feedback.
Brand equity conceptualizations and operationalizations (Code - 04)	Brand equity is/as an accepted measure of brand performance in the market(s).
Consumer – brand relationship(s) (Code – 05)	Relationship(s) that customer(s) build with brand(s) through their interactions.
Strategic management perspective(s) of brand(s) (Code – 06)	Brand(s) as a focal point(s) of corporate, business and functional level strategies and its implications thereof.
Managing brand(s) across time (Code – 07)	Strategies, decisions, and choices related to performance, sustenance, and lifetime of a brand across the market(s).
Managing brand(s) across geographies (Code – 08)	Strategies, decisions, and choices related to the brand(s), branding and brand management across diverse geographical, socio-cultural and economic markets.

Branding in the age of Web 2.0 & App-based Branding (Code – 09)	The impact of web 2.0, digital media, social media, and digital marketing (in on the present and the future of branding and brand management.
Research, measurement, and analyses of branding constructs (Code – 10)	Research methodologies and techniques, analytical tools and processes about brands, and brand-related constructs and phenomena.
Contextualizing branding and brand management (Code – 11)	Branding and brand management is context specific going beyond the traditional contextualization of a brand(s) as products, services, and organizations.
Beyond branding and brand management (Code – 12)	Issues relating to any domain(s) of marketing and strategy that apparently have no direct connection(s) to the brand(s) but impact them nonetheless.
Sports Branding (Code - 13)	Branding and brand management of sports properties, events, leagues and athletes across channels and geographies and sports fanaticism thereof.
Place & Destination Branding (Code-14)	Place branding and destination branding are independent disciplines of branding theories applying branding theories and concepts for places and tourist destinations.

Branding of Banking & Financial Services (Code-15)	Branding in a market characterized by product homogeneity.
Special track (Code – 16)	Short cases, industry notes, research notes, industry analyses and reports, data set analyses, and practitioners' perspectives on marketing and business strategy issues relating to the brand(s).

For further information and any clarifications, please visit our conference webpage or write to us at icombs@ibsindia.org



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