



NATIONAL CONFERENCE

On

MOVING TOWARDS SUSTAINABLE MARKETING: CHALLENGES AND OPPORTUNITIES

Organised by

**Department of Commerce,
University of Jammu, Jammu
29th – 30th August, 2019**

Sustainability changes the competitive landscape and reshapes the opportunities and the threats that organisations face. The present era has witnessed an increasing interest on the part of the marketers as well as consumers towards sustainability. Sustainable marketing involves developing and promoting products and services meeting the consumer needs and business goals with optimum utilisation of society's natural, human and cultural resources for better quality of life. Sustainable marketing requires understanding of consumers' values, emotions and shopping behaviour related to sustainability. Further, it also includes knowledge of the evolving marketplaces and significant relationships among the stakeholders including customers, communities and the planet.

To keep the legacy and impetus in marketing research, Department of Commerce (SAP: DRS-III), University of Jammu is organizing Two Day National Conference on **"Moving Towards Sustainable Marketing: Challenges and Opportunities" on August 29th -30th, 2019**. The conference focuses on the role of marketing in building sustainability, creating shared value and contributing towards social responsibility. The event aims at connecting galaxy of researchers, academicians, practitioners, industrialists and various segments of the society to share the research insights, experiences and visions about the movement towards sustainable marketing. We have the pleasure of inviting your **extended abstracts** for this Conference. We expect from participants quality research papers that are original and not presented/published elsewhere or submitted for publication related to the main theme or the sub-themes of the conference.

CONFERENCE THEMES

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| • Sustainability, Ethics and Society |
| • CSR and Value Creation |
| • Marketing and Well-Being |
| • New and Emerging Business Models for Sustainability |
| • New Platforms for Value Creation |
| • Value Creation in Social Enterprises |
| • Social Value and Measurement |
| • Challenges and Opportunities in the Shared Economy |
| • Sustainable Marketing Mix |
| • Sustainable Internal Marketing |
| • Sustainable External Marketing |
| • Sustainability and Profit |
| • Sustainable Development |
| <i>* The list is not exhaustive.</i> |

GUIDELINES FOR PAPER SUBMISSION

Original and unpublished research papers/articles are invited on above mentioned themes. The extended abstract (structured) should be within 200-250 words. APA (6th Edition) referencing style should be used.

IMPORTANT DATES

Abstract submission – 7th August, 2019

Paper acceptance – 20th August, 2019

REGISTRATION DETAILS

| | |
|---------------|----------|
| Academicians | Rs. 1000 |
| Practitioners | Rs. 1500 |
| Scholars | Rs. 500 |
| Students | Rs. 300 |

Registered candidates will be provided conference kit, lunch and tea.

ACCOMMODATION

Outstation participants will be provided accommodation on request (payment basis).

CONFERENCE SCHEDULE

| DATE | EVENTS | |
|------------|------------------|--|
| 29-08-2019 | Inaugural | Prof. Manoj K. Dhar Vice-Chancellor University of Jammu Dr. Ambika Zutshi Deakin University, Australia Mr. Sandeep Mittal Deputy Director, RBI Jammu Prof. Tejinder Sharma Kurukshetra University, Kurukshetra |

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| | | Prof. Yogesh Upadhyay Jiwaji University, Gwalior |
| 29-08-2019 | Plenary Session – I CSR and Value Creation New and Emerging Business Models for Value Creation | Dr. Ambika Zutshi Deakin University, Australia Prof. Tejinder Sharma Kurukshetra University |
| 30-08-2019 | Parallel Technical Sessions Plenary Session – II Financial Inclusion and Sustainability Internal Marketing Practices and Sustainability | Mr. Sandeep Mittal Deputy Director, RBI Jammu Prof. Yogesh Upadhyay Jiwaji University, Gwalior |
| | Valedictory | Prof. R.D. Sharma Vice-Chancellor, Noida International University Prof. Keshav Sharma Dean Academic Affairs University of Jammu |

ORGANISING COMMITTEE

Chief Patron

Prof. Manoj K. Dhar
(Vice- Chancellor, University of Jammu)

Conference Chair

Prof. Hardeep Chahal
(Head of the Department)

Conference Coordinator

Dr. Jeevan Jyoti
(Sr. Assistant Professor)

Conference Deputy Coordinator

Dr. Harleen Kaur
(Assistant Professor)

Prof. Neetu Andotra
(SAP Coordinator & Dean Business Studies)

Dr. Tarsem Lal
(Sr. Assistant Professor)

Mr. Sunil Kumar
(Assistant Professor)

Dr. Bodh Raj
(Assistant Professor)

Mr. Sandeep Patyal
(Research Scholar)

For further information contact:

Dr. Jeevan Jyoti (Conference Coordinator)

Dr. Harleen Kaur (Conference Deputy Coordinator)

Please mail at: hodcommerce@yahoo.com