



INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY, AHMEDABAD

Report on

16th Nirma International Conference on Management (NICOM-2013)

“Marketing: Changing Perspectives, Paradigms and Practices”

January 9-11, 2013

INTRODUCTION:

The 16th Nirma International Conference on Management (NICOM) was organized by Institute of Management, Nirma University during January 9 – 11, 2013. The central theme was **“Marketing: Changing Perspectives, Paradigm and Practices”** along with twenty six sub-themes.

In addition to the inauguration and valedictory sessions, there were four plenary sessions covering a variety of sub-themes and elaborating the main theme of the Conference. In total, we received 331 abstracts and 177 full papers. These papers were reviewed by two independent committees consisting of faculty members from Institute of Management, Nirma University as well as other institutions. Based on their feedback, selected 90 papers were published in three volumes of books by Himalaya Publishing House, Mumbai.

Total **197** delegates registered for the 16th NICOM and **126** papers were presented in 20 sessions organised in five tracks in three days. (Report of each track session attached herewith)

INAUGARATION:

The conference was inaugurated on January 9, 2013. The chief guest of the inaugural session **Mr Madhukar Kamath**, Group CEO and MD, DDB Mudra Group threw light on changing role of marketing communication tools in 21st century. He specifically emphasised the role of digital medium. The inaugural function was also graced by Dr Karsanbhai K. Patel, President and Shri Ambubhai Patel, Vice President, Nirma University.



PLENARY SESSIONS:

There were **Four Plenary Sessions** during the three days of the conference – one on 9th of Jan, two on 10th Jan and one on 11th Jan 2013.

To highlight the impact of digital era particularly Web 2.0, First plenary session was organised on a highly topical theme **"Emergence of the phenomenon of 'Big Data' and its Implications for Researchers & Practitioners"**. In this session, **Mr. Nikhil Rawal**, Senior Vice President, IMRB

International presented the challenges like privacy, security, its acceptance by management personnel etc. emerging from excessive use of technology in general & Big Data in particular. The session was coordinated by Professor A.C. Brahmhatt, Institute of Management, Nirma University.



Theme of **second** plenary session was '**Future of Rural Marketing**'. The first keynote speaker **Professor Mukund Das**, Director, Chandragupta Institute of Management, Patna urged the marketers to change their perspective towards rural market highlighting the need for removing the urban biasness while making rural marketing decisions.

Mr. S.K. Sharma, Managing Director, Global AgriSystem presented various challenges of rural markets specifically distribution. Agriculture Supply Chain, and role of e-auction was also discussed by him.

This Session was coordinated by **Professor Sapna Parashar**, Institute of Management, Nirma University.

“The Changing Face of Media and Marketing Communications” was the theme of the 3rd plenary session on 10th Jan. afternoon. The first key note speaker **Professor Alan D’Souza**, who is Management Consultant elucidated the new trends in various media such as TV, Print, Internet,

Out of Home, Cinema etc. and their impact on designing marketing communications for building a strong brand.

Mr. Navin Shah, Co-Founder & CEO, EMC World Wide mesmerised the audience with his informative and entertaining talk about entertainment media and its creative use in marketing. **Professor P. K. Chugan** from Institute of Management, Nirma University was the session coordinator.

Fourth session on the theme **“Deriving Insights into the Indian Consumer”** took place on 10th January, 2013. **Professor Russel Belk**, Kraft Foods Canada Chair in Marketing from Schulich School of Business, York University, discussed the changes in qualitative research and consumer behaviour in digital era. He focused on emerging issue of '**Interpretivism**', which is about the “why” aspect of research.

The second speaker **Mr. Achal N. Rangaswamy**, Director – Marketing and Operations, Advatech Cera Tiles Ltd, presented shift in integrated marketing communication of Bell Ceramics in changing times. Session was coordinated by **Prof. R. J. Mody** from Institute of Management, Nirma University.

VALEDICTORY:

The chief guest of the Valedictory function was **Mr. Niranjan Mishra**, Sr, Vice President, Marketing, Jaypee Associates. The session was also graced by **Mr. K.K. Patel**, Chief Operating Officer, Nirma University and **Prof. C. Gopalkrishnan**, Director, Institute of Management, Nirma University.