

**WeSchool in Association with Academy of Indian Marketing (AIM)  
Organises  
International Research Conference  
on  
Marketing in the Next Decade  
8<sup>th</sup> January 2018  
at  
S.P.Mandali's**

**Prin. L.N.Welingkar Institute of Management Development & Research, Bengaluru,**

**Theme of the Conference: Marketing in the Next Decade**

With the emergence of digital technology, almost every aspect of Marketing management is witnessing huge changes. The one-day international conference on 8th January 2018 has a single point agenda to capture the influences the digital technologies have brought on marketing practice and also the academic scholarly works in this regard that can add value to the practicing world.

***Objective of the Conference:***

- Identify the major developments in marketing domain from practicing perspective in the backdrop of technological advancements and digitalization.
- Marketing practitioners would be able to appreciate the evidence-based researches undertaken by academic fraternity that may find a productive utilization in the strategies in marketing practice.
- Organise professional resources to get ready for future changes and challenges in marketing domain from both academic and practicing perspectives.

***The WeSchool – AIM International Research Conference is designed for the following:***

- Academicians, Marketing Professionals & Marketing communications and Brand management professionals & Marketing analytics and research professionals
- Customer experience professionals & Multi-channel marketing professionals
- Students and Research scholars & Consultants in the area of marketing management & Management students

***The papers are invited from the following themes with Digital Marketing perspective:***

- Leveraging technology for marketing advantage & Impact of current digital trends on marketing practices & Future trends of Digital Marketing & Building a sustainable marketing strategy
- Inbound marketing and sales strategy & other marketing topics listed on website of the conference.

**Important Dates: Online Submission deadline for abstracts – 1<sup>st</sup> October, 2017;  
Deadline for Notification of Acceptance of Papers – 15<sup>th</sup> October, 2017**