UNIVERSITY OF PUNE
In association with
Modern Education Society’s
NESS WADIA COLLEGE OF COMMERCE
PUNE, MAHARASTRA

National Conference
Marketing In Contemporary Times:
Prospects and Challenges

(Thurs.) 9 February 2012 to (Sat.) 11TH February 2012
THEMES AND SUB-THEMES:

BRANDING AND BRAND MANAGEMENT
. Brand Building Strategies in a Competitive Scenario
. Role of Communication in Brand Building
. Brand Building in the Marketing of Industrial Product
. Brand Building in Automobile Industry

SERVICES MARKETING
. Challenges before Marketing Managers
. Differentiation Strategies in Service Industries
. Critical success factors in Services Marketing
. Impact of Competition on Marketing Strategy
. Customer Relationship Management (CRM) in Services Marketing

RETAIL MARKETING
. Impact of Foreign Direct Investment (FDI) policy on Retail Sector
. Shopping malls in India- Survival of the Fittest
. Supply chain Management in Retail
. Innovative strategies adopted by Malls for Customer Retention
. Customer relationship Management (CRM) in Retail

RURAL MARKETING
. Innovative marketing Strategies in Rural Marketing
. Role of Government in Agriculture Marketing
. New Vistas in Rural Marketing

LATEST TRENDS IN MARKETING
. Internet Marketing
. Social Marketing
. Social Media Marketing
. Sustainable Marketing

ADVERTISING
. Evaluating the Effectiveness of Advertising
. Changing Role of Advertising Agencies in a Competitive Environment
. Impact of Cultural Changes on the Advertising Message
. Advertising Strategies in Recession
. Recent Trends in Advertising
GUIDELINES TO CONTRIBUTORS/AUTHORS

1. The papers and articles submitted by authors shall be blind reviewed by members of a referee panel. The selected papers will be published in ISSN journal.

2. Soft copies of the paper should be in MS-Word format and should be e-mailed to nwcc.natconf12@gmail.com or nwcc.natconf12@yahoo.com.

3. Font type: Times New Roman; Font size: 12(text); 14(heading); Margins : 1.5 inches on all four sides. Line Spacing: 1.5cms.

4. The front page shall include the following:
   a) Title of the article.
   b) Name of the author/authors.
   c) Complete address for communication.
   d) Name of the author/authors to whom the communication should be sent.
   e) E-mail address of all authors.
   f) One paragraph about authors including the present position held.

5. Following the front page, there should be a page giving the abstract of the paper (250 words).

6. A list of Tables and Charts should follow the list of references. All tables and charts should be numbered serially.

7. List of references should appear on a separate page as per standard style for academic writing.

8. Authors shall give a declaration that papers sent to us for publication have not been published or sent for publication elsewhere.

9. In addition to the soft copy of the paper, two hard copies should also be sent to the editor to facilitate the reviewing process.

10. All papers must be super-scribed with the sub-theme.

REGISTRATION:
Registration is a pre-requisite for participation of any type. Those contributing papers/articles with multiple authors shall require to register themselves individually.

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<th>DELEGATE CATEGORY</th>
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<tr>
<td>Academician</td>
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Participants are required to send in a Demand Draft of the requisite amount drawn in favor of The Principal, Ness Wadia College Of Commerce Pune payable at Pune along with duly filled in registration form to be sent to the following address Ness Wadia college of commerce 19, Prin. V. K. Joag Path, Pune - 411001 Maharashtra, India.

Multiple participants from institutions may use photocopied version of the registration form.
CONFERENCE SCHEDULE:

| DAY 1 | THURSDAY | 9th February 2012 | 17:00hrs |
| DAY 2 | FRIDAY | 10th February 2012 | 10:00hrs to 17:30hrs |
| DAY 3 | SATURDAY | 11th February 2012 | 10:00hrs to 16:00hrs |

Venue: Neville Wadia Seminar Hall

INAGURATION
TECHNICAL SESSIONS
TECHNICAL SESSIONS+
VALEDICTORY FUNCTION

CONTACT DETAILS

Conference Chief Co-ordinator
Ms. Asha D. Jadhav
9503203004

Conference Chief Co-ordinator
Dr. Ms. Vasudha Joshi
9921529381

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Website: www.nesswadiacollege.edu.in
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Vice Principal

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