



Call for Papers

Join us in Malaysia on the 19th & 20th December 2016 for IBA's 3rd International Conference on Marketing!

Conference Theme: Marketing to the Bottom of Pyramid in Emerging Markets

'Bottom of the pyramid,' (BOP), a term first used by President Roosevelt in 1932, was popularized by C.K. Prahalad (2002). Today, it is a part of mainstream research in business (Gollakota, et al., 2010; Karamchandani, et al., 2011; Olsen & Boxenbaum, 2009) and has taken up several research streams. For example, Prahalad's "fortune at the bottom of the pyramid" may be studied from different perspectives: Fortune Finding (Prahalad and Hamel, 1990), or catering to the needs of the poorest populations; Fortune Creating (London and Hart, 2011) or future creating with four billion people; Fortune Sharing or corporate social responsibility based on the stewardship and charity principle (Berkman, 2010; Davidson, 2009); and Fortune Stealing or robbing the poor of their technologies without giving compensation (Shiva, 2011).

The basic concept of BOP marketing, as proposed by Prahalad and Hammond (2002), emphasizes a progressive path to develop underserved markets such that micro-ventures and micro-entrepreneurs are activated and there is a domino effect resulting in better employment opportunities and living standards. However, there are multiple challenges associated with establishing a presence in the BOP segment, such as lack of established distribution systems characteristic of developing markets, and under-developed infrastructure (Anderson and Billou, 2007); customer affordability (Chikweche and Fletcher, 2012) and striking a balance between the demanded price point and business profitability (Karnani 2007); and other marketing mix decisions related to product, packaging, communication, and supply chain, to name a few. Customer habits need to be studied and products created to not only fit their lifestyles but also offer relevance to the target market (Payaud 2014). Furthermore, high inflation,

low gross domestic product, low income and poor governance complicate the establishment of a firm's presence in the BOP segment (Chikweche 2013).

While there are multiple scholars pointing towards the bounties of the 'low hanging fruit' in the form of BOP segments, there are others that have criticised the practice. For instance, Karnani (2007) has rejected the idea of inclusive capitalism proposed by C.K. Prahalad, where selling to the poor can be profitable for the firm on one hand and can tackle issues of poverty on the other. According to Karnani (2007), poverty can be alleviated only when people at the BOP are made producers rather than consumers.

Acknowledging the importance of BOP segments and the resultant opportunities as well as challenges, IBA Karachi (www.iba.edu.pk) is holding an international conference inviting research from academics across the globe. In addition to providing a platform for networking and an opportunity for national/international collaborative research, the conference will be an avenue for promoting research, disseminating knowledge among academics, and facilitating the identification of best practices for practitioners. The conference is being hosted by the University of Malaya and is set out to offer its participants an overall fruitful and engaging experience

The 2-day conference includes the following tracks:

Advertising and Promotion	Chronic Resource Shortage	Competition – Branded and Unbranded
Consumer Behaviour	Corporate Social Responsibility	Cross-Cultural Studies
Digital Marketing	Entrepreneurial Marketing	Ethical Marketing
Green Field Marketing	Infrastructure and Distribution	International Marketing
Marketing Analytics	Marketing – General	Market Policy
Market Strategy	New Model Expansion	New Product Development
Packaging – the new SKU	Pricing in Emerging Markets	Product & Design
Social Marketing	Social Media Marketing	Socio Political Governance
Supply Chain Management	The New Rural Consumer	Women Entrepreneurship

All submissions will be subject to a double blind-review. The best paper of the conference will be considered for publication in IBA "**Business Review**", the 'X' category journal of IBA. Full papers will be published in the proceedings unless otherwise instructed by the authors, in which case only the abstract will be published. The proceedings will be sent for approval of inclusion in the **Conference Proceedings Citation Index** – an integrated index within **Web of Science (Thomson Reuters)**. **PKP, Google Scholar, Index Copernicus and IDEAS**.

Paper Submission Guidelines

The papers should preferably be linked to the theme of the conference; however, papers from any marketing area of interest to academics or practitioners are also welcome. Please click on the link below for online submission through EasyChair, and register or log in to your EasyChair account for paper submission and guidelines.

[Submit your paper!](#)

Title

This should begin with the title of the paper along with the related track **[Title of the Paper (Track): e.g. Advertising to the Bottom of the Pyramid (Advertising and Promotion)]**.

Abstract

Abstract should be about 500-700 words and should not include any information that can identify the author(s) or their institution(s). Abstract should include purpose, geographic context, methodology, findings, contributions and limitations.

Keywords

A list of keywords (maximum 3) should be given.

Full Paper Submission

Only PDF file should be uploaded for full paper submission.

First page should contain the same abstract of the paper as printed in-line in the EasyChair form. Abstract should not include any information that can identify the author(s) or their institution(s).

Paper Formatting

Main paper should start on a new page. Text should be in Times New Roman 12, line spacing 1.5, with a margin of one inch on all sides. Length of the paper should be between 5000-7000 words, excluding references. Each new paragraph should be indented. All lists should be either bulleted or numbered.

Tables, Diagrams and Figures

Tables, diagrams and figures should be embedded within the body of the paper. Table captions should be on top of table and figure captions on the bottom of figure. All captions should be numbered and italicized.

References

Please follow the APA style of referencing. If needed, guidelines on the APA referencing style can be obtained at <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

Important Deadlines

Full Paper Submission:	30th June, 2016
Notification of paper acceptance:	30th September, 2016
Registration Deadlines:	
• Early bird discounts are available till	15th October, 2016
• Last date for regular registration	15 November, 2016

Keynote Speakers



Russell Belk is York University Distinguished Research Professor and Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University. He is past president of the International Association of Marketing and Development, and is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research. He also co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference. He has received the Paul D. Converse Award, two Fulbright Fellowships, and the Sheth Foundation/*Journal of Consumer Research* Award for Long Term Contribution to Consumer Research and has approximately 600 publications. He recently published *Consumer Culture Theory: Research in Consumer Behavior* (Emerald 2015), *Qualitative Consumer and Marketing Research* (Sage 2013), *The Routledge Companion to Identity and Consumption* (Routledge 2013), and *The Routledge Companion to the Digital Consumer* (Routledge 2013). In 2014 a 10-Volume set of his work was published by Sage entitled *Russell Belk, Sage Legends in Consumer Behavior*. His research tends to be qualitative, visual, and cultural. It involves the extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism.



Dr. Fareena Sultan is a Professor of Marketing at the D-Amore-McKim School of Business (DMSB), Northeastern University,

Boston where she has been a faculty member since 1995. She was the Robert Morrison Fellow and the MBA Marketing Career Track Chair at Northeastern from 2006 to 2011. Dr. Sultan's Ph.D. in Marketing is from Columbia University. She has a Master's degree in Operations Research from MIT and a Master's degree in Applied Mathematics from the University of Karachi, Pakistan. Prof. Sultan teaches Marketing Management, Digital Marketing and Mobile Marketing at Northeastern.

Prior to Northeastern, Dr. Sultan was an Assistant Professor of Marketing at the Harvard Business School for six years, a Visiting Associate Professor at Haas Business School, UC Berkeley and an Associate Professor at Golden Gate University. She has been a Visiting Scholar at Columbia University and at the Center for Digital Business, Sloan School, MIT. She has also been a Senior Research Associate at the Marketing Science Institute (MSI) in Cambridge, MA.

Prof. Sultan's research interests are in Digital Marketing and Marketing Innovations. Her current interests include Global Mobile Marketing, Digital Marketing, Social Media, New Technologies, Big Data and Marketing Analytics. Prof. Sultan has published extensively in the *Journal of Marketing Research*, *Journal of Marketing*, *Sloan Management Review*, *Journal of Retailing*, *Journal of Business Research*, *Marketing Management*, *Journal of Interactive Marketing*, *Marketing Letters* among others. Prof. Sultan has published recent papers on the concept of "Brand in the Hand"/Mobile Marketing, "Benevolent" mobile apps, and on Big Data and Consumer Behavior. Dr. Sultan has written cases on Mobile Marketing working with Adidas in Netherlands. While at Harvard, Professor Sultan wrote HBS cases studies on IBM and Zenith. At Northeastern, she has written cases on Adidas, Pakistan State Oil (PSO) and Naseeb.com.

Dr. Sultan has done research, consulting and executive education in a variety of global settings and has presented her research in numerous academic/industry conferences and worked on projects with companies such as BT, Intel, Adidas, Reebok, General Motors, McCann-Erickson, IBM and Zenith among others.

Dr. Sultan has won several awards during her career. For her research, Dr. Sultan received the prestigious 1995 O' Dell research award from the American Marketing Association. For her teaching, Dr. Sultan received the Earl F. Cheit Teaching Excellence Award in 1993 at Haas Business School, UC Berkeley. In 2006, she received the Robert Morrison Fellowship from Northeastern. Her "Brand in the Hand," case on Mobile Marketing received top-10 best-selling case awards from Ivey 3 years in a row in 2007, 2008 and 2009. In 2008, Dr. Sultan chaired the first conference on Mobile Marketing sponsored by the Marketing Science Institute. In 2009, she was a finalist for the Mobile Marketing Academic of the Year award from the Mobile Marketing Association. Dr. Sultan was designated a "Top Scholar" by Bocconi University, Italy in 2011 for her Mobile Marketing research.

In 2011, Prof. Sultan was the invited key note speaker at the Direct Marketing Association's Marketing EDGE conference where she presented her research on Mobile Marketing. In 2012, Dr. Sultan was an invited speaker at the Wharton Mobile Analytics conference to present her work on Mobile Marketing. In 2013, Prof. Sultan was awarded a research grant by DMSB to pursue her research on Mobile Marketing. She co-chaired the Direct Marketing Association's Marketing EDGE conference in October 2014, and presented her research. At this conference, she also chaired two panels, one on Big Data and

Marketing Analytics and the other on Mobile Marketing. In 2015, she was an invited keynote speaker in a panel on “Digital Trends” at the DMA’s 2015 Marketing EDGE conference and discussed Big Data and the emerging phenomenon of the Internet of Things (IoT).

Registration

Registration to the conference is possible only after payment of conference fee. The registration fee is due by the registration deadline from all participants including authors. In order to have the paper scheduled for presentation, at least one of the authors has to be registered. On completion of registration process, including payment authorization from our source, you will receive an e-mail confirming your registration. Non-presenting co-authors who want to attend the conference should register as *attending only* participants. [Click here to register!](#)

Early Bird Registration until 15 th October	US\$ 100
Regular Registration until 15 th November	US\$ 150
Late Registrations up to 30 th November	US\$ 200
On-site registration	US\$ 200

- Conference Material & Program
- Conference Bag
- Certificate of Presentation
- Lunches and Coffee Breaks
- Digital Copy of Conference Proceedings
- Access to all sessions

General Conditions

- Registration will be confirmed after receiving full payment. Those who do not receive a confirmation notice by 30th November 2016 are requested to contact the IBA marketing secretariat: ibaicm@iba.edu.pk
- Papers will be included in the program only after author registration is confirmed.
- The date of payment is decisive for the registration fee. Even if the registration form is received before the early bird or regular deadline, it will not be considered as early or regular registration if the payment has not been received before the deadlines.
- As of 30th November 2016, the online registration will be closed for administrative purposes. If you have questions, please contact ibaicm@iba.edu.pk. Participants who wish to attend the

conference will have the possibility to register onsite. The onsite registration fee will be applied in this case.

Refund Policy

Registration fees are fully refundable until October 20, 2016

Registration fees are 50% refundable until November 10, 2016

No fee refund after November 10, 2016

Payment Method

Please use the following information for bank transfer of your payments online. Please also send a scanned copy of the payment proof to ibaicm@iba.edu.pk after completing your transaction.

Account Title	Institute of Business Administration Karachi or IBA Karachi
Bank Name	United Bank Limited
Account #	3100072-9
Bank Address	UBL Karachi University Campus Branch, Karachi
Currency	USD
Branch Code	1146
IBAN	PK55UNIL0000114631000729
SWIFT Code	UNILPKKA
Country	Pakistan
Phone #	+92-21-38104700-01, Ext 2634
Fax #	+92-21-99261392

Pakistan based participants can send pay orders in favour of "IBA Karachi" on the following address:

Conference Manager

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Karachi – 75270 Pakistan

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Venue

The country enjoys multicultural diversity, a multitude of venue and accommodation options, as well as an exceptional range of travel experiences for visitors attending business and leisure events. It all makes for a compelling business and international events destination.

Malaysia is increasingly the first choice for business events being staged in Asia because it is a microcosm of Asian cultures and business practices. Strategically located in the world's largest and fastest growing economic region, English-speaking yet multilingual, one of the best value for money destinations, economically and politically stable, excellent accessibility, first class infrastructure and our hospitable reputation provide for the perfect stage for your event success. A rich fusion of Asian cultures and culinary delights, spectacular natural attractions and idyllic island resorts continue to inspire and motivate our business event visitors.



“MALAYSIA SITS AT THE HEART OF ASIA, THE LARGEST AND FASTEST GROWING ECONOMIC REGION IN THE WORLD.”

*The information above has been taken from the internet.

Accommodation

Kuala Lumpur offers many accommodation facilities with ample amenities to satisfy customers. IBA|ICM secretariat is in the process of negotiating with a number of hotels in the nearby vicinity of the Universiti of Malaya to offer discounted rates for its participants. A list of hotels offering discounted rates will soon be uploaded on the conference website. For any queries and questions write us at: ibaicm@iba.edu.pk.

Contact Us

Marketing Secretariat
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