



# NATIONAL CONFERENCE ON **MARKETING AND HUMAN RESOURCES MANAGEMENT 2022**

Theme: Reimagining Possibilities: Changing Role  
of Marketing and Human Resource Management

**INDIRA INSTITUTE OF MANAGEMENT, PUNE**

[www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)



Dear Researchers,

**Greetings from the Research Committee of Indira Institute of Management Pune!!**

It gives us immense pleasure to announce the National Conference on Marketing and Human Resource Management (NCMHRM 2022). The conference invites academicians, research scholars and corporate professionals to present their research on the ideas and concepts that substantiate the role of Marketing Management and Human Resource Management. This interdisciplinary conference will feature keynote speakers from industry and academia. Research articles are invited for this conference.

The theme addresses the current advancement in the field of Marketing and Human Resource Management. The recent trends in Marketing and Human Resource Management have changed the dynamics of business at multiple dimensions. The growing impact of technology and data has driven radical change in both MM and HRM. This impact has been phenomenal and has changed in the way we market and do people management. Similarly, the new and evolved customers and employees of today, may it be from B2B or B2C businesses. This sea-change has made sure the entire business world to think out box in pandemic in the pursuit of Reimagining possibilities in big way. With advent of new age trends in Marketing and Human Resource Management stream (and becoming an integral part of it), we present this NCHRM 2022 platform for researchers to explore and think big to embrace change from business perspective.

Indira Institute of Management Pune is the flagship institute of Shree Chanakya Education Society. IIMP is an autonomous institute affiliated to Savitribai Phule Pune University. The institute offers MBA, BBA and PhD program through its research centre, under SPPU and PGDDM. The MBA and BBA program affiliated to SPPU approved by AICTE New Delhi. IIMP is the very first management institute in Pune and third in Maharashtra to be accredited by the National Board of Accreditation (NBA) of AICTE, New Delhi for MBA course. It is re-accredited for the fourth time up to June 2023. The recent grant of autonomy for its MBA Programme is yet another feather to its cap.





IIMP has organised the National Conference on Marketing and Human Resource Management- NCMHRM-2022) with the theme:

**Reimagining Possibilities:**

**Changing Role of Marketing and Human Resource Management.**

IIMP has organized NCMHRM 2022 to give opportunity to the scholars, academicians, and corporates to present their research on the said theme. The main objective of this conference is to aim for greater insights into the Marketing and Human Resource Management functions, its challenges, and shortcomings.





Submissions from academia, industry, and research institutions are welcome, focusing on the following themes but not limited to:

Marketing Tracks	HR Tracks
Tourism Marketing	Employee Experience
Green Marketing	Hybrid Workplaces
Sports Marketing	Engaging Multigenerational Workforce
Measuring Marketing management in new era	New Labor Code
Digital Marketing	Employer Branding
Data Driven Marketing and Marketing Analytics	Happiness at Workplace
Sales Management- Changing Dynamics	Experiential Learning
Consumer Behaviour	Reskilling and Upskilling in Digital Workplace
Green Distribution Management	New Age Performance Management
Customer centricity	Artificial Intelligence (AI) at Work
Marketing Distribution Management	HR Analytics
Influential Marketing	Leadership in new normal
Retail Marketing	Leading Change
Managing Marketing Offerings	Digitization in HR
Customer Relationship Management in new normal	Human Capital Measurement
Marketing Communication	Contemporary Issues in HR
Marketing in Emerging Markets	Organizational Development



## Important Dates

Last date of submission for Full paper	5 <sup>th</sup> August, 2022
Last date to submit modified paper after review	20 <sup>th</sup> August, 2022
Registrations Open	01 <sup>th</sup> September, 2022
Last date of Registrations	12 <sup>th</sup> September, 2022
Conference Date/Presentation of paper	16-17 <sup>th</sup> September, 2022

## Registration Details

Category	Registration Fee
Academician	Rs. 750/-
Corporate	Rs. 1000/-
Research Scholar / PG Students	Rs. 250/-

\*\* GST at 18% Extra

## Guidelines

All participants must submit a full paper (1000-1500 words) or the complete paper according to the dates mentioned and format given below.

## The type of manuscripts that can be considered for the conference are

- Full research papers (7-10 pages)
- Short research papers (2-4 pages)
- Research-in-progress papers (5-10 pages)
- Case studies with case notes ( max 10 pages)
- Review papers (2-4 pages)



## Research Paper Submission Format

- First Page- Autor and title page
- Second page- Abstract of 300 words with 5 key words
- Research Paper text body-Introduction
- Literature review
- Research methodology
- Finding
- Research Implications
- Conclusion
- Future scope of research.
- Paper Format with referencing in Harvard referencing style
- Manuscripts to be of maximum 06-10 pages.

**Language:** Please write your text in good English (American or British usage is accepted, but not a mixture of these).

**Font & Size:** Manuscript must be typed in MS Word, Times New Roman 12 font with single spacing. For further examples kindly refer to

[http://www.staffs.ac.uk/assets/harvard\\_referencing\\_examples\\_tcm44-39847.pdf](http://www.staffs.ac.uk/assets/harvard_referencing_examples_tcm44-39847.pdf)

All submitted papers will be reviewed by the conference review team. All authors whose papers are accepted will be notified through email after which they will be eligible for presenting their paper at the conference after registration.

Full papers to be sent to [confmkthr22@indiraiimp.edu.in](mailto:confmkthr22@indiraiimp.edu.in) by email attachment, in a single file (MS Word). All figures and tables must be embedded in the text at appropriate place along with their legends. All correspondence, including notification of the Editor's decision and requests for revision, takes place by e-mail removing the need for a paper trail. On acceptance of article, copyright form shall be mailed to author (s).

On acceptance of the manuscripts, the corresponding author will be sent a link through which the registration and payment can be carried out. At least one author needs to register. E-certificates will be issued on successful submission of feedback form.





## Publication Opportunities

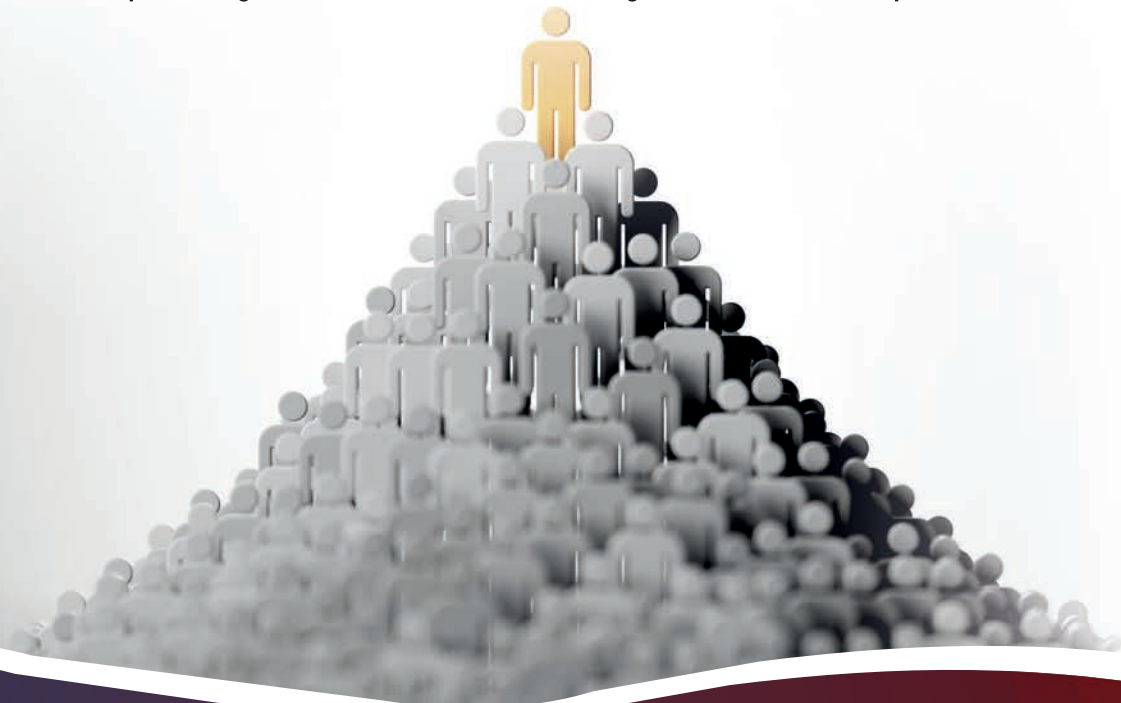
- ABDC-Journals - (Association in process)
- UGC CARE listed Journals - (Association in process)
- Scopus Indexed Journals - (Association in process)
- ANVESHAK, International Journal of Management, ISSN 2278-8913 (<http://iimpanveshak.in/>)

Indexed In

CiteFactor, J-Gate, I2Or, SJIF, IJIF, ISI Impact Factor, DRJI, Google Scholar, Scilit, Publons, R<sup>G</sup>

Note:

- Publication and fee will be extra for UGC CARE listed and Scopus indexed Journals is subject to their norms. The manuscripts, after first review, will be sent to the Journal (s). Acceptance / modification will be informed by the concerned editor of the journal (s). The fee will have to be borne by the authors themselves.
- All manuscripts not accepted by the UGC CARE listed journal, will be published in a special issue of ANVESHAK)





## Our Patrons



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## Chief Conference Mentor



**DR. PALLAVI SAJJANAPWAR**

Deputy Director,  
IIMP, Pune





## Organizing Committee:

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- An Autonomous Institute Affiliated To Savitribai Phule Pune University.
- First management institute in Pune and third in Maharashtra to be accredited by the National Board of Accreditation (NBA) of AICTE, New Delhi.

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