

# MARKETING CONFERENCE ON EMERGING MARKETS(MCEM)

**18-19 January, 2019 | IMT Hyderabad**

**INTERNATIONAL CONFERENCE THEME :**

*“Digital Practices and Trends in Emerging Economies: Social & Business Perspective”*

## WHO:

IMT Hyderabad invites articles/papers from scholars, academicians, professionals and practitioners to present and discuss their research in the conference.

## WHERE:

IMT Hyderabad Campus  
Survey # 38, Cherlaguda Village,  
Shamshabad Mandal, RR District  
Hyderabad, Telangana 501218

## WHAT:

### Proposed Tracks

- ⇒ Digital & Online Marketing
- ⇒ Business Analytics & IT
- ⇒ Change Management & Leadership
- ⇒ Digital & Business Operations
- ⇒ R&D and Product Innovation
- ⇒ Digital Business Models & Strategy
- ⇒ Digital Finance
- ⇒ Digital Consumer Behavior
- ⇒ Digital Entrepreneurship
- ⇒ Other Emerging Digital Technologies

## WHEN:

Abstract Submission	Till 30 Oct, 2018
Notification of Acceptance	15 Nov, 2018
Submission of Selected Papers	Till 15 Dec, 2018
Payment of Registration Fees	Till 15 Dec, 2018
Conference	18-19 Jan, 2019

For more information click on : <https://www.imthyderabad.edu.in/conferences/>

Extended version of conference presentation will be invited for review and potential publication in the special issue of International Journal of Environment, Workplace and Employment (An Inderscience Journal, Scopus Indexed, and ABDC-C category).

All conference presentations will be published in the conference Proceedings with ISBN No : 978-93-5268-308-6.

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