The marketing landscape is changing at a phenomenal rate. Buying patterns of customers have significantly changed. What drives consumer decision-making is changing rapidly and the traditional key marketing tools have declining impact. The marketers are learning new ways to deliver their messages while maintaining a clean line of sight with their customers. New concepts, tools and platforms emerge as brands look for different ways to attract and engage customers. Brands are pummeling consumers with content, social media, advertising, events, email marketing and other influencers. Today’s marketers can leverage modern marketing approach to drive substantial top and bottom line improvements for their businesses. The future success of companies lies in enhancing relationship with current and potential customers by being creative, personalize offerings and enhancing customer experience through holistic marketing practices. Companies have started adopting technological tools like Artificial Intelligence (AI), Virtual Reality (VR) and other digital platforms to connect and engage with target audience that leads to competitive edge. AI is making marketing automated and can empower customer service, outreach and emphasize data-driven decision-making. The constant innovation and the ever-changing technology will force companies and businesses to rethink their strategies.

NICOM 2020 aims at bringing together academicians, researchers, consultants, strategists and practicing managers to deliberate and share valuable insights on the changing landscape of marketing in a new information environment. The research papers / articles are invited on the following (but not restricted to) sub-themes:

**Sub-themes**

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<th>Managing Customer and Competition</th>
<th>Technology and Innovation in Marketing</th>
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<td>• Competitive Mapping and Benchmarking</td>
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<td>• Competitor Analysis and Strategies</td>
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<td>• Customer Experience Management</td>
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<td>• Consumer Behaviour in the New Age Marketing</td>
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<td>• Artificial Intelligence in Marketing</td>
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<td>• Product Management</td>
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NICOM 2020
“Marketing Landscape: Change in the Making”
January 16 – 18, 2020
Managing Integrated Marketing Communications
• Brand Management
• Business-to-Business Marketing
• Retail Marketing
• Sales Management
• Managing Marketing Return on Investment

Contemporary Issues in Marketing
• Marketing Analytics and Modelling
• Rural Marketing
• Neuro Marketing
• Global Marketing
• Entrepreneurship Marketing
• Experiential Marketing
• Sustainable Marketing
• Societal Marketing
• Green Marketing
• Ethical Marketing
• Marketing for Not-for-Profit Organizations

Managing Business Value Chain
• Value Chain Planning and Execution
• Innovations in Logistics and Supply Chain Management
• Managing supply chain disruptions
• Customer Value-Driven Marketing Strategy
• Co-creating Value with Customers in the New Age Business

Cross-Functional Issues in Marketing
• Knowledge Management
• Managing Workforce Diversity
• Salesforce Management
• Performance Management
• Marketing of Financial Services
• Marketing Metrics and Profitability
• Marketing and Balance Scorecard
• Benchmarking Processes
• Industry 4.0 Applications
• Restructuring Processes
• Lean Six Sigma Processes

Important Dates
*Abstract Submission: September 14, 2019
*Full Paper Submission: November 2, 2019

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