

Delegate Category**Registration Fees
(per Author/Participant)**

International Delegate

\$ 100

Corporate Executive

₹ 2000

Academicians / Researchers

₹ 1500

Management Students

₹ 500

All Demand Drafts should be drawn in favour of "Guru Nanak Institute of Management Studies" payable at Mumbai or the participant can register using NEFT/RTGS/Online Transfer (details of the same available in the registration form).

The fees must be accompanied by the registration forms and Copyright Transfer Form. All the participants would get a participation certificate. The registration fees include breakfast, lunch, tea and the conference kit.

BEST PAPER AWARD

The best three papers presented will be awarded a certificate. All the other participants will be issued a certificate of participation along with the Journal of conference proceedings.

PUBLICATION

All accepted papers will be published in Research Journal of GNIMS with ISBN Number : 978-93-83003-05-1.

CONFERENCE ORGANIZING COMMITTEEEmail id: conference2017@gnims.com

Dr. Bigyan P Verma
Director

Dr Vidya Hattangadi
Head, E-MBA

Dr Gautam Trehan
Conference Convenor
Contact No: +91
9967000028

Prof Annie Pillai
Conference Convenor
Contact No : +91
9820061943

Prof Bins M Mathew
Assistant Prof.



SGPC's

GURU NANAK INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, Delhi & Affiliated to University of Mumbai)

gnims
Business
School

Presents
International Research Conference



Tuesday, 10th January 2017

King's Circle, Matunga, Mumbai – 400 019

Contact Details:

Dr Gautam Trehan : +91 9967000028, +91 7021108363

Prof Annie Pillai : +91 9820061943

ABOUT GNIMS

SGPC's Guru Nanak Institute of Management studies was established with a vision to provide innovative, relevant and intellectually stimulating management education while encouraging critical reflection and innovation. The institute is centrally located in the educational hub of Matunga.

In the past few years the institute has emerged as a leader in the field of management education. Apart from an effective teaching methodology, the institute also organizes Seminars, Research Conferences and Management Festivals to fulfil its vision.

Over the years Research Conference at GNIMS have become intellectual hub for academic discussions for the fraternity and colleagues specialized in areas of Marketing, HR, Operations, Systems, Finance and Business. Participants have found an excellent opportunity for presenting new researcher, exchanging information and discussing current issues. We believe that this conference too will improve the development of knowledge in this area.

CONFERENCE THEME

From Customer Management to Customer Engagement

Since 2000, Customer Management research has evolved and has had a significant impact on the marketing discipline. In an increasingly networked society where customers can interact easily with other customers and firms through social networks and other new media. The customer engagement is an important new development in Customer Management. Customer engagement is considered as a behavioural manifestation toward the brand or firm that goes beyond transactions.

TRACKS / SUB-THEMES

- ✓ Decreasing Brand Loyalty
- ✓ Communication is the crux of Marketing
- ✓ Customer Experience v/s Customer Engagement
- ✓ Rate of Social Media in Customer Engagement
- ✓ Content Marketing is centre in Customer Engagement
- ✓ Customer engagement in Innovation & Co-creation
- ✓ Customer engagement helps in product differentiation

The sub-themes are indicative and not restricted to the above mentioned

SUBMISSION GUIDELINES

Original contribution based on practice or theoretical concepts related to the above mentioned sub-themes are invited for paper presentation. The papers must be submitted electronically to conference2017@gnims.com with title of the paper and author(s) mentioned in the subject line.

Length of the Abstract	Not exceeding 300 words
Length of the paper	Not exceeding 2500 words
Font	Times New Roman
Font Size	12
Line Spacing	1.5
Keywords	5
Referencing	APA Style

Titles, Authors' Name, Affiliated Institution and Address for Communication should be clearly mentioned in the paper.

Last date of submission of abstract	10 th December 2016
Date of intimation of acceptance of abstract	20 th December 2016
Last date of submission of full paper (Soft Copy of papers in word format)	2 nd January 2017
Date of conference	10 th January 2017



SGPC's

gnims
Business
School

Guru Nanak Institute of Management Studies

Approved by AICTE & Affiliated to University of Mumbai

REGISTRATION FORM

International Conference on "From Customer Management to Customer Engagement"
Tuesday, January 10th 2017

1. Name (in capital letters): _____
2. Designation : _____
3. Organization : _____
4. Address for Correspondence: _____

- Mobile _____ Fax No _____
- E-mail: _____
5. Title of the Paper : _____
6. Presenting the Research Paper: Yes/No _____
7. Registering as: International Delegate Corporate Executive
 Academician/Researcher Student

Details of Registration Fees

Demand Draft No. _____ dated _____ for Rs. _____ drawn
in favour of "Guru Nanak Institute of Management Studies", payable at Mumbai.

NEFT Details :

Beneficiary Name	Guru Nanak Institute of Management Studies
Bank Details	Punjab & Maharashtra Co-op Bank Ltd, Sion(East)
Name of A/c holder	GNIMS - MMS
A/C Number	002100100100442
A/C Type	Saving
IFSC Code	PMCB0000002

Signature : _____ Date : _____

Notes:

1. Registration fees should reach before a week from the date of conference.
2. Each Author / Participant has to register separately.
3. In case of more than 1 Author / Participant, please use photocopies of this form.
4. Participants need to email the NEFT/RTGS/Online Transfer details atleast 3 days in advance.

copyright transfer form

The copyright of paper titled " _____" -----

_____ " is transferred to Guru Nanak Institute Of Management Studies, will be effective if and when the paper is selected for presentation / publication. The author(s) warrant(s) that the research paper is an original work and has not been presented / published before in any form. The transfer covers the exclusive right and license to publish, reproduce, distribute and archive the selected paper in any form.

Author 1

Salutation: Mr/Ms./Mrs./Dr. (Please tick)

Full Name in CAPS & Signature: _____

Designation: _____

Mobile No: _____

Email Id: _____

University / Institute: _____

City: _____

Author 2

Salutation: Mr/Ms./Mrs./Dr.

Full Name in CAPS & Signature: _____

Designation: _____

Mobile No: _____

Email Id: _____

University / Institute: _____

City: _____

N.B. Kindly fill the details clearly as the same will be used for certificate preparation.