



**22nd-24th
April, 2022**

SMDV 22

INTERNATIONAL CONFERENCE on SUSTAINABLE MARKETING-DELIVERING VALUE 2022 22nd – 24th April, 2022

OVERVIEW

The conference intends to address dominant areas of Research Sustainability from the marketing perspective, the origin of interest in sustainability, as well as the practice of misplacing sustainability idea in pursuit of short-term business goals.

KEYNOTE SPEAKERS



Prof. Writz

Vice Dean, Graduate Studies,
Professor of Marketing, NUS
Business School, National
University of Singapore

BROAD CULTURE THEMES

- SUSTAINABLE CONSUMER CULTURE
- GREEN MARKETING
- SUSTAINABLE OPPORTUNITIES
- THE NEW CONSUMPTION PATTERNS
- POST COVID – MARKETING VALUES
- SUSTAINABLE BUSINESS STRATEGY



Prof. Philip Kotler

Father of Modern Marketing,
S.C. Johnson Distinguished
Professor of International
Marketing at Northwestern
University



**Prof. (Dr.)
Jagdish N. Sheth**

Charles H. Kellstadt Professor
of Business at the Goizueta
Business School of Emory
University

For more details about the topics
and submission visit website:

<https://uem.edu.in/uem-kolkata/international-conference-on-sustainable-marketing/>



**Prof. Andreas
Kaplan**

Professor of Marketing
ESCP Business School





CONFERENCE FEE

Business Executives: 1999 (INR) / 49 (\$)

Academicians: 1499 (INR) / 35 (\$)

Research Scholar: 999 (INR) / 25 (\$)

For payment details, visit :

<https://uem.edu.in/uem-kolkata/International-conference-on-sustainable-marketing/>



IMPORTANT DATES

Last date of submission of

extended abstract: **March 5, 2022**

Notification of acceptance: **March 19, 2022**

Last date of registration: **April 9, 2022**

Final submission for select papers with all the
required documents: **April 17, 2022**

For submission, visit:

<https://easychair.org/conferences/?conf=smdv21>



PUBLICATION OPPORTUNITY

Selected papers can be sent for publication (after peer review) to scopus indexed and ABDC journals viz. FIIB Business Review, International Journal of Emerging Markets and UGC journals

DETAILS OF THE ORGANIZING COMMITTEE

CHIEF PATRONS:

Prof. (Dr.) Satyajit Chakrabarti
(Chancellor, UEM Kolkata),

Prof. (Dr.) Sajal Dasgupta
(Vice Chancellor, UEM Kolkata)

GENERAL CHAIR:

Prof. (Dr.) Satyajit Chakrabarti
(Pro Vice Chancellor, UEM Kolkata)

CONVENOR:

Prof. (Dr.) Subrata Chattopadhyay

CO-CONVENOR:

Prof. Arunava Dalal
Prof. (Dr.) Udit Chawla

ORGANISING COMMITTEE:

Prof. Peanaky Mridha
Prof. Joysri Datta



INTERNATIONAL CONFERENCE on SUSTAINABLE MARKETING-DELIVERING VALUE 2022



- New trends in Lifestyles and Sustainable Consumption
- Post-consumerist lifestyles
- Impact of socio-economic status on sustainable consumption practices and its impact on society
- Collaboration for increasing sustainable opportunities
- Society and sustainable consumption.

01 SUSTAINABLE CONSUMER CULTURE



- Performance economy
- Sharing Economy
- Collaborative consumption Products and Services and sustainable consumption.

02 THE NEW CONSUMPTION PATTERNS



- Sustainable marketing strategy
- Sustainable marketing mix,
- Sustainable consumer behavior
- Benefits of sustainable marketing
- Green advertising.

03 GREEN MARKETING

TOPICS FOR THE CONFERENCE



- Changes in doing business,
- Changes in consumer behavior
- Changes in product designs / pricing/promotions post COVID,
- Marketing turbulence, Reach and acceptability in turbulence.

04 POST COVID – MARKETING VALUES



- Consumption and sustainable cities Sustainable/Smart
- Cities and Communities
- Sustainable Food Consumption and Food Waste Prevention
- Sustainable Tourism, including ecotourism;
- Sustainable mobility, Strategic Business Sustainability.

05 SUSTAINABLE OPPORTUNITIES



- Sustainability in business processes through sustainable business management in the following areas:
- Human Resource
 - Management
 - Marketing Management
 - Finance
 - Operations Management
 - Information Technology and Business Analytics

06 SUSTAINABLE BUSINESS STRATEGY

GUIDELINES FOR AUTHORS

Abstract: All manuscripts except, editorials, commentaries and reviews, should be accompanied by one-paragraph abstract of no more than 200 words along with 4-5 keywords. The abstract should be structured in the following manner: Introduction, Methodology, Results and Discussion (IMRAD style). The Introduction should have a brief description of the study followed by the Methodology adopted. It should mention the design, sample description and the tool used. The Results section should include the findings of the study. Discussion should include the inferences drawn from the results and implications.

- 1) Author(s) are responsible for any copyright violation, and should ensure the originality of the manuscript submitted by them.
- 2) Editor has the right to accept or decline a manuscript.
- 3) Use 'z' spellings instead of 's' spellings. This means that words ending with '-ise', 'isation', etc., will be spelt with 'z' (e.g., 'recognize', 'organize', 'civilize').
- 4) Use British spellings in all cases rather than American spellings (hence, 'programme' not 'program', 'labour' not 'labor', and 'centre' and not 'center').
- 5) Use single quotes throughout. Double quotes only to be used within single quotes. Spellings of words in quotations should not be changed. Quotations of 45 words or more should be separated from the text and indented with one space with a line space above and below.

Artwork, figures and other graphics

- 1) Figures, including maps, graphs and drawings, should not be larger than page size. Tables and charts should have self-explanatory titles and numbered and arranged as per their references in the text. All photographs and scanned images should have a resolution of minimum 300 dpi and 1,500 pixels and their format should be TIFF or JPEG.

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- 2) Tables, figures, pictures and charts should appear at their original place in the text where they appear. They should not be provided at the end or in a separate file.
- 3) Due permissions should be taken for copyright protected photographs/images. Even for photographs/images available in the public domain, it should be clearly ascertained whether or not their reproduction requires permission for purposes of publishing (which is a profit-making endeavour).
- 4) Please Note: All figures and tables should be cited in the text and should have the source (a specific URL, a reference or, if it is author's own work, 'The Author') mentioned at the bottom of the tables/charts/graphs irrespective of whether or not they require permissions.
- 5) Figures supplied in colour will appear in colour online regardless of whether or not these illustrations are reproduced in colour in the printed version.

Reference style

Please adhere to the APA reference style. View the APA guidelines to ensure your manuscript conforms to this reference style.

1. Word Limit for full paper submission with references should not exceed the 4000 words.
2. The similarity index should be less than 10% checked at less than 14 words using the Turnitin / authenticate.
3. MS Word file should be submitted for review/editing purposes. The first page of the manuscript should include the title, names, and affiliations of all authors, including the email ID.

For submission, visit:

<https://easychair.org/conferences/?conf=smdv21>