

Cash Prize for
Best Papers

1st prize: ₹ 15,000
2nd prize: ₹ 10,000
3rd prize: ₹ 5000

Register before
May 20, 2023
to avail early bird
discount

Additional Benefits to the registered candidates

Two Free Pre-conference Workshops on June 18, 2023
Forenoon: Qualitative Research
After Noon: Structural Equation Modeling - CB and
Variance Based

How to Reach to NSB Academy



Contact Details

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Email: marketingconference@nsb.edu.in

Publication of selected Papers

Selected papers will be published in the following journals*:

- ISBN Book
- UGC Care List of Journals like
- *Vilakshan*
- *Parikalpana*
- *Abigyan*
- *Journal of Strategic HRM*
- Scopus/ABDC listed Journals**

*Journal Review process/Article Processing charges (If any) to be paid by author(s)

** Waiting for Confirmation

Organizing Committee

Chief Patron: Dr. S.R. Sridharamurthy, President, NSB, Academy
Conference Chair: Dr. Ganesan P, Director, NSB Academy
Conference Co-Chair: Prof. Rajni Gupta, Assistant Professor, NSB Academy

Advisory Committee

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- Dr. N. Thamaraiselvan, DOMS, NIT Trichy
- Dr. R. Venkatesakumar, Professor of Marketing, School of Management, Pondicherry University

NSB Business
School
ACADEMY

INTERNATIONAL CONFERENCE

on

Services Marketing-Digitization and Management

"Transforming the Way businesses Market and Deliver"

22-23 June 2023

in Collaboration with



Business Standard
Insight Out



About NSB Academy

NSB Academy is a premier B-School located in Bangalore, the silicon valley of India. NSB is approved by AICTE, the Ministry of Education, the Government of India, and also the State Government of Karnataka.

NSB Academy, known for its academic excellence, draws its students across India and Abroad. NSB has the distinction of highest internalization of its student body and creates overseas learning/immersion opportunities for more than 75% of its students, which is remarkable.

NSB has distinguished faculty members, most of them are doctoral degree holders and have published in Scopus/ABDC-listed journals.

NSB Academy also has pioneered Adventure learning program, Action-led learning, Student-led learning, Student consulting projects, and so on.

NSB Academy has signed MOUs with more than 12 international universities/B-schools such as - ESC PAU Business School, France; University of Deusto, Spain; UBT, Kosovo; Infrastructure University Kuala Lumpur, Malaysia; Ajman University, UAE; Bahcesehir University, Turkey; Binus University, Indonesia; Yogyakarta State University, Indonesia; Northern Kentucky University, USA etc. Many of our partnering B-schools are accredited by AACSB, EQUIS-EFMD, and AMBA.

Call for Conference Paper

The conference on Digitization and Services Marketing & Management will bring together experts from various academia and industries to explore the latest advancements and opportunities in digitization and services marketing. The objectives of the conference are:

- To explore the latest trends and developments in digitization and their impact on services marketing and management
- To share best practices and case studies on how organizations successfully leverage digital technologies to enhance their service offerings and customer experiences
- To offer platform to discuss the challenges and opportunities of digitization for service providers, including data privacy, security, and regulatory compliance issues
- To identify future research directions and potential collaborations in digitization and services marketing and management, and to facilitate networking and knowledge sharing among researchers, practitioners, and policymakers.



Sub-Themes of the Conference

1 Creating Resilience Capabilities in Service Organizations

- Creating Resilience Capabilities in Service Organizations
- Building resilience through transformational strategies
- Resilience of Front-line employees against workplace incivility
- Service innovation for coping with disruption and uncertainty
- Resilience capabilities at organizational and individual levels at service firms
- Role of social and emotional capital on service employee resilience and performance

2 Customer Experiences/ Customer Engagement in Service in the Digital economy

- Customer Experience: New Opportunities and markets
- Role of service employees in enhancing customer experience
- Exploring customer experiences and expectations of Gen Z and Gen Alpha
- Online Community and customer engagement & value interface
- Customer Equity management

3 Digital Transformation in services: Smart Services, Data driven marketing

- Consumer emotions in the context of smart services
- Contribution of Smart Services to sustainability-business/societal/economic
- Opportunities and Threats in smart service innovation and service design
- Collective and individual value creation through smart services
- Transforming service Businesses and societies through technologies like; the Internet of Things (IoT), artificial intelligence (AI), robots, self-service devices, virtual reality (VR), or augmented reality (AR) etc.

4 Service failure and recovery

- Service delivery in B2B and B2C
- Managing Service crisis
- Negative customer emotions in service failure
- Recovery strategies and customer retention
- Service recovery and customer value

Registration Details

Important Dates

Abstract/Extended Abstract Submission	May 5, 2023
Notification to Authors (on Roll Basis)	May 20, 2023
Paper submission (Camera Ready Format) & Registration	June 10, 2023

Registration Link

Kindly register for the conference using the link below or Scanning the QR code

<https://forms.gle/Ym2rcK2UsefUASsU9>



Registration Fee

Category	Only Participation	Paper presentation	Early Bird**
International Participants	\$ 30	\$ 50	\$ 40
Indian Faculty Members	₹ 1000	₹ 1500	₹ 1000
Research Scholars /Students	₹ 500	₹ 1000	₹ 750*
Industry Participants	₹ 2000	₹ 3000	₹ 2000

*Only for Full time Research Scholar

** (Only for Paper Presentation)

Payment Details:

Bank : Axis Bank
Account Number : 919010042768232
IFSC Code: UTIN0003404



Submission Guidelines

Abstract / Extended Abstract Guidelines

- Abstract Guidelines: Maximum of 500 words with research gap, research question(s), methodology, likely outcome of the research
- Extended Abstract Guidelines: Maximum 2000 Words include research gap, research question(s), methodology, findings, implications (theoretical and managerial)

Full Paper Guidelines:

- Manuscript should not exceed 10 pages or 4000 words. abstract should not be more than 500 words, keywords should be at least 5 words.
- 1.5 spacing with 1-inch margins on all sides on A4 size paper using Times New Roman 12 pt.
- The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, mailing address, phone no. email address.
- Article should start from second page. the text include al tables, charts and graphs.
- References should arranged in alphabetical order using the APA guidelines

Format should be -abstract, introduction, statement of problem, objectives, methodology, findings, implications, conclusions, suggestions if any.

General Instruction

- The Paper will be blind reviewed. The acceptance of paper will be informed to the author(s) for presentation.
- For the conference certificate, all authors must register for the conference.
- The participants need to register by paying applicable fee and attaching the payment proof in registration link.
- For accepted papers, one of the authors has to present the paper in any mode.
- Paper should be submitted to the given registration link