

ABOUT US

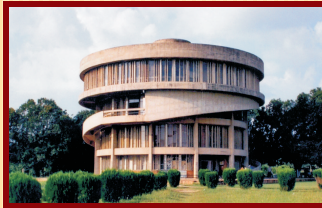
University Business School (UBS), Panjab University Regional Centre, Ludhiana was started in 2007 in consequence of the vision of Professor R.C. Sobti, Honorable Vice-Chancellor, Panjab University, Chandigarh to bring high quality management education to the city of Ludhiana, the industrial hub of Punjab. Within a short span of four years, UBS Ludhiana has carved a niche for itself through its focus on academic excellence that has been reflected in its excellent placements. We have set up a vision to be amongst the Top-15 B Schools of India within the next five years.

UBS Ludhiana has now been successfully positioned as a Centre of Excellence in Business and Management Sciences. The School offers Masters of Business Administration in Marketing, Finance, Human Resource and Operations. We focus on developing amongst our students a sense of commitment along with emphasis on ethics while imparting management knowledge and developing managerial skills through extensive industry interface. Experienced faculty members emphasize balanced growth and development of their students so that they can emerge as efficient business leaders and responsible citizens of society.



Gandhi Bhawan
Panjab University
Chandigarh

Student Centre
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Chandigarh



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- Tarun Kumar Vashisth**, Assistant Professor,
UBS, PU Regional Centre, Ludhiana.

IMPORTANT DATES

Submission of Abstract	October 30, 2010
Notification for Acceptance of Abstract	November 05, 2010
Submission of Paper(s)/Case Studies	November 30, 2010
Last Date of Registration	December 05, 2010
Conference	December 10-11, 2010

URL - <http://ubsl.puchd.ac.in/icsmctp2010>
URL - <http://www.ubsludhiana.in/icsmctp2010>



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Clock Tower, Ludhiana



University Business School

Panjab University Regional Centre
Ludhiana, Punjab
INDIA

International

Conference

Strategic Marketing
of
Consumer and Technology Products

December 10-11, 2010

Call for Paper(s) / Case Studies

Patron

Professor R.C. Sobti
Vice-Chancellor

Conference Chairs

Professor Deepak Kapur

Dr. Ravi Inder Singh

Ashish Saihjpall

The Conference

University Business School (UBS), Panjab University Regional Centre, Ludhiana announces an International Conference on Strategic Marketing of Consumer and Technology Products.

We are living in an era of globalization with a highly competitive technology driven business environment. There is a need to continuously examine and understand trends in behavior of consumers of different products. The psychology, motivation and decision strategies of consumers have to be understood not only in the context of changing consumer needs and preferences but also in the context of continuously evolving public policy as a result of increasing emphasis on ecology, environment and health consciousness. Being more creative and innovation driven is perhaps as important today as cost leadership and product differentiation for business organizations to attain sustainable competitive advantage.

The present International Conference at UBS, Panjab University Regional Centre, Ludhiana would endeavor to capture the dynamics of ever-changing business environment and relevant issues in strategic marketing of consumer and technology products.

Conference Objectives

- To provide a forum to discuss different issues related to marketing of consumer and technology products;
- To deliberate the advances in theory and practice in consumer and technology products marketing;
- To share practical insights with experts in the corporate world.

Broad Themes of the Conference

- After Sales Service and its Importance;
- Consumer Products Marketing Environment;
- Financial Issues in Marketing of Consumer and Technology Products;
- Human Resource and Operational Issues;
- Legal Issues in Marketing;
- Market Research Techniques and Trends;
- Packaging – Its Importance and Emerging Trends;
- Product Development;
- Role of Advertising and Promotion;
- Role of Information Technology;
- Role of Logistics;
- Importance of Supply Chain Management;
- Strategic Issues in Marketing of Consumer and Technology Products;
- Technology Products Marketing Environment;
- Technology Development and its Impact.

Guidelines for Submission & Registration

Paper(s)

Selection of paper(s) would be based on an abstract of about 500-750 words. The author(s) should clearly mention the area of interest under which the abstract is to be included. The abstract that gets approved would be eligible for final paper submission. All the contributions should be submitted in English in Times Roman 12-point type, 1.5 lines spacing in A4 size page set up, with one inch margins on all sides. Final paper submission must accompany a certificate by the author(s) that the paper is his / her original work and has neither been published nor submitted for publication elsewhere. The cover page of the paper should contain:

Title of the paper (in bold); Name of author(s); Professional affiliation of author(s); Address for correspondence with email and telephone numbers.

Case Studies

Selection of case studies would be based on abstracts of about 500-750 words. The abstracts must clearly indicate the objectives of the case study, details of the organization for which the case is written, major findings and implications. Only case studies of real life organizations would be considered. The author(s) should clearly mention the area of interest under which the case study is to be included. Both academicians and corporate managers are expected to contribute to the conference case studies. Case studies based on primary data should include a 'No – Objection Certificate' from the organization for which the case study has been written.

Fee

Registration fee is required even if the paper/case study is selected but not presented at the conference. Co-author(s) have to register separately for the conference. Registration fee covers the conference kit, conference proceedings, conference lunch, dinner and tea. It, however, does not include hotel accommodation, hotel pickup facility and airport/railway station/bus stand transfers. Paper(s)/Case Studies selected for presentation would be published as ISBN/ISSN numbered book.

Registration fee is to be paid by a Demand Draft drawn in favor of 'Director, Panjab University Regional Centre, Ludhiana' payable at Ludhiana. The Demand Draft along with the registration form, should be sent to Dr. Deepak Kapur, Conference Chair, University Business School, Panjab University Regional Centre, Civil Lines, Ludhiana, Punjab PIN 141 001, India.

Registration fee once paid would not be refunded.

Fee	Students	Doctoral Students	Academics	Industry
National	₹ 500	₹ 1000	₹ 1500	₹ 3000
International	\$ 25	\$ 50	\$ 75	\$ 150

Note: All abstracts / paper(s) / case studies should be sent by email to conference2010@ubsludhiana.com.

Advisory Committee

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