



**TWO DAY INTERNATIONAL CONFERENCE
ON
“CONSUMER DYNAMICS AND MARKETING STRATEGIES IN
A GLOBALIZED ECONOMIC ERA” – PERSPECTIVES AND
CHALLENGES”
(29 -30 October, 2013)**

AUTHOR GUIDELINES

Conference Website: www.iccdm@griet.ac.in
Abstract Submission Deadline: September 25, 2013

Guidelines for the submission of a paper for the conference

Length	Minimum of 3000 words; Max. of 5000 words (including title and key references)
Margins	2.5 cm. or 1 inch throughout (left, right, top, and bottom)
Orientation	Portrait
Font	Times New Roman, 12 point
Line spacing	1.5 lines (for the main text of extended abstract) & Single (for key references)
Title	Title of paper, name(s) of author(s), affiliation(s), contact details
Key words	Minimum 5 and Maximum 10 keywords
References	Limit to a maximum of 25

PAPER TEMPLATE (Sample)
Antecedents and Consequences of: An Exploratory Study

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Paper submitted : (for the track.....)

Introduction:

The notion of customer relationship management (CRM) is(Sheth and Parvatiyar, 1995).

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Research Gap (Literature Review) and Research Problem:

Over the past decade and a half, companies across the globe have increasingly adopted CRM for managing

..... (Al-Ajlan and Zairi, 2006).

Objectives of the study:

The specific objectives that we intend to meet

Research methodology:

The research design employed for the present study is basically

Data analysis and results:

The study has

Implications of the Study:

The present study is successful to the extent of

Scope for further research

References:

Al-Ajlan, M., and Zairi, M. (2006). Critical Success Factors in CRM Implementation: Some Research Issues, *Metamorphosis: A Journal of Management Research*, 5(1): 19-30.

Sheth, J. N., and Parvatiyar, A. (1995). Relationship marketing in consumer markets: Antecedents and consequences. *Journal of the Academy of Marketing Science*; 23(4): 255-171.

Sodano, L., Keltz, H., and Johnson, R. (2008). *The Customer Management Applications Report: 2002–2007*, Boston: AMR Research Inc.