



# National Institute of Technology

Hamirpur, Himachal Pradesh (H.P.) India - 177005

## Department of Management Studies (DoMS)

**ORGANISES**



**National Conference (Hybrid Mode)**

on

**Advances in Marketing Paradigms for Research, Innovation  
and Technology (AMRIT-2023)**

**July 17-18, 2023**

An Initiative of National Institute of Technology Hamirpur  
Hamirpur, Himachal Pradesh, India  
(H.P.) 177005 | <http://www.nith.ac.in/>

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### Publication Opportunities

- All accepted paper will be publish in the Book of Refereed Conference Proceedings in a PDF Form.
- Selected papers will be published in referred journals (with ISSN number, indexed in SSCI, ABDC & Scopus)

### Dates for Paper Submission

The following will be considered as paper submission dates:

- Abstract Submission Deadline: 21 April 2023
- Full paper submission: 26 May 2023
- Last date of registration: 30 June 2023

The presenting authors supposed to be registered by 30 June 2023 for inclusion in conference proceedings.

### Awards

- Young Scholar Award (Age below 40 years)
- Best Paper Award (One in each track)

### Registration

The Registration fee has to be paid through SBI Collect via select the following options;

Click on SBI Collect, Then Click Check Box to proceed for payment

Type of institution-Educational Institutions

State of institution- Himachal Pradesh

Educational Institutions name – NIT Hamirpur

Payment Category - “Workshop/STC/FDP/Conference”

The eligible participants can register online after paying registration

fee via filling the Google Form using below mentioned link;

<https://forms.gle/LFdjJKcF3iUuGedQ6>

### Fees

- Registration is compulsory for all the delegates.
- The registration fee is non-refundable.

### Certification

- Certificates/e-certificates will be provided to all the presenters.
- \*All authors should registered for issuance of certificates/e-certificates.

### About the e-Conference

The main aims of the AMRIT-2023 is to bring together leading academicians, researchers and practitioners to exchange and share their experiences and research results on all aspects of advances in marketing and changing marketing paradigms with advertising and brand management, consumer behaviour, services marketing, digital marketing, tourism marketing, sustainable marketing, general marketing and many more. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent advancement of the field, innovations, and practical challenges encountered and solutions adopted.

Mode of Conduct: Hybrid Mode (Online/Offline presentations)

Category	Registration Fee
Academia/R&D	Rs 1000
Corporate/Industry	Rs 2000
Ph D. Scholars/Students	Rs 500





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### Call for Papers

The said conference is proposed to cover wide themes that could correlate to research with Marketing and its allied areas and invites submission of papers on Themes and Sub Themes (but not limited to):

1. Advertising and IMC
2. Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)
3. Big Data, Marketing Analytics and Research Methods
4. B-B Marketing
5. Branding and Brand Management
6. Block chain, Internet of Things (IoT) and Marketing
7. Consumer behavior
8. Consumers in the Age of the Internet
9. Digital Marketing
10. Diversity and other allied areas Inclusion
11. Ethical Marketing
12. Green Marketing
13. Innovation and new product development
14. Marketing in cross-cultural and multicultural contexts
15. Marketing Pedagogy and Education
16. Marketing Strategy
17. Mobile Marketing
18. Public Policy, Sustainability and Social Responsibility
19. Retailing and Omni-Channel
20. Rural Marketing
21. Services Marketing
22. Social Media Marketing
23. Sustainable Marketing
24. Travel, Tourism and Hospitality Marketing

### Host Department

The Department of Management Studies offers full time PG degree programme, viz. Master of Business Administration (MBA). Students get the advantage of dual specialization, out of - HRM, Marketing Management, Operations Management and Financial Management. The Department also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time and off campus candidates. Faculty members possess a blend of academic and professional experience, which facilitates disseminating of knowledge to the students through both classroom sessions and independent student activities. The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized by DoMS with MHRD and AICTE collaboration.

### About the Institution

The National Institute of Technology, Hamirpur is an Institute of National Importance. The Institute offers B.Tech., M.Tech., M.Sc., MBA and PhD programmes in all the disciplines.

The Institute is functioning in a vast area of above 250 acres at Anu in Hamirpur district of Himachal Pradesh and is 4 Kms from main bus stand of Hamirpur on Mandi-Jalandhar National Highway (NH-70). The city of Hamirpur is well connected with the rest of the country by road.

Nearest Railway Station: UNA (about 85 Km) Nearest Airport: GAGGAL (Kangra) (about 85 Km)





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### Places to Visit Nearby

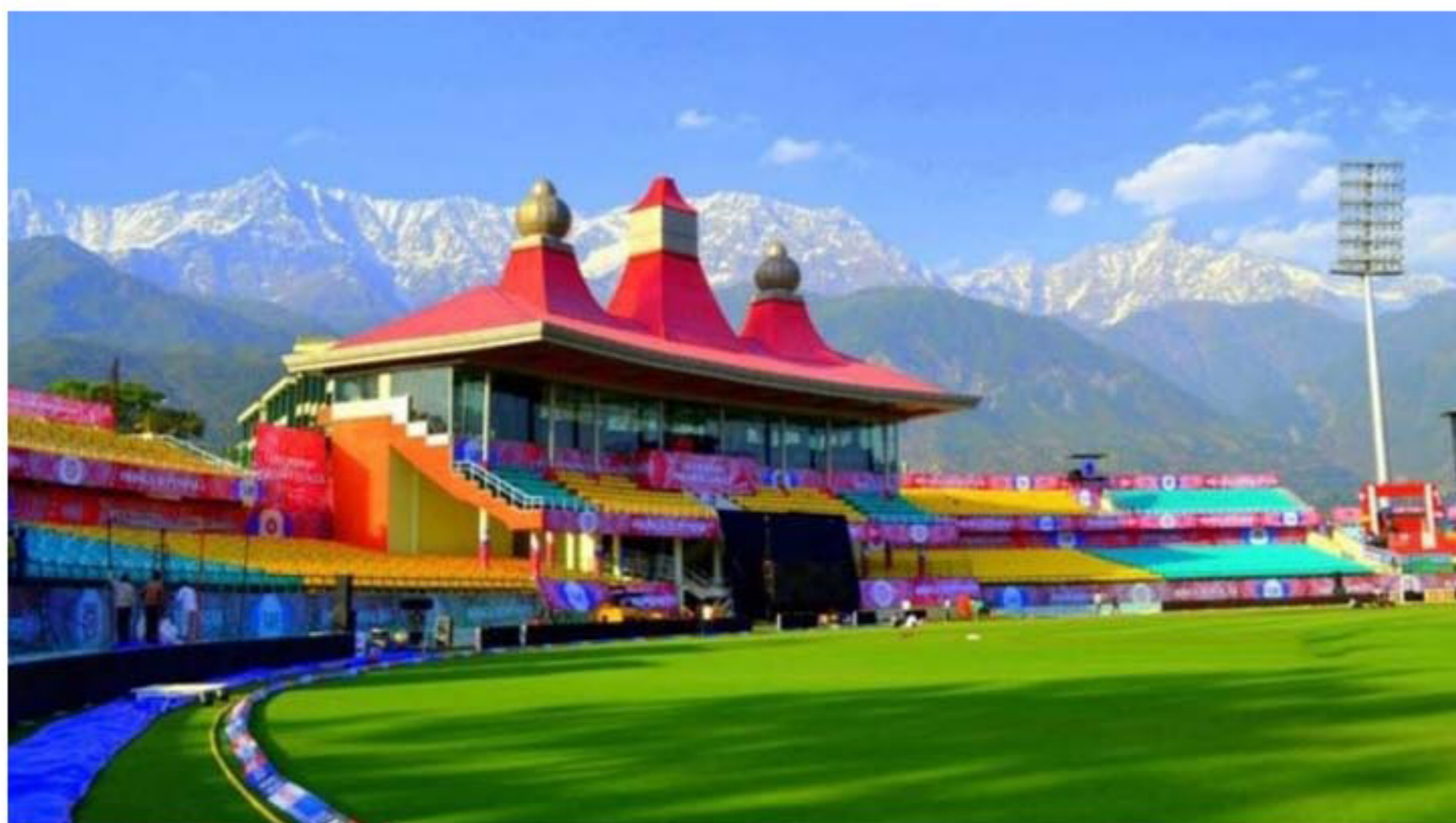
The hilly state in Northern India, Himachal Pradesh is a famous tourist state of India that lies in the lap of the western Himalayas. The state is identified as "Dev Bhumi" and is believed to be the abode of Gods and Goddesses. Nestling in the lap of nature, Himachal is endowed with dreamy valleys, emerald meadows, verdant forests, thickly wooded orchards, expansive pines, gushing rivers, mighty lakes, glaciers and snow-capped mountains. The capital city of Himachal Pradesh is Shimla.



Manali



Shimla



Dharamshala



Dalhousie



Kasol



Rohtang



Mandi



Lahaul-Spiti Valley



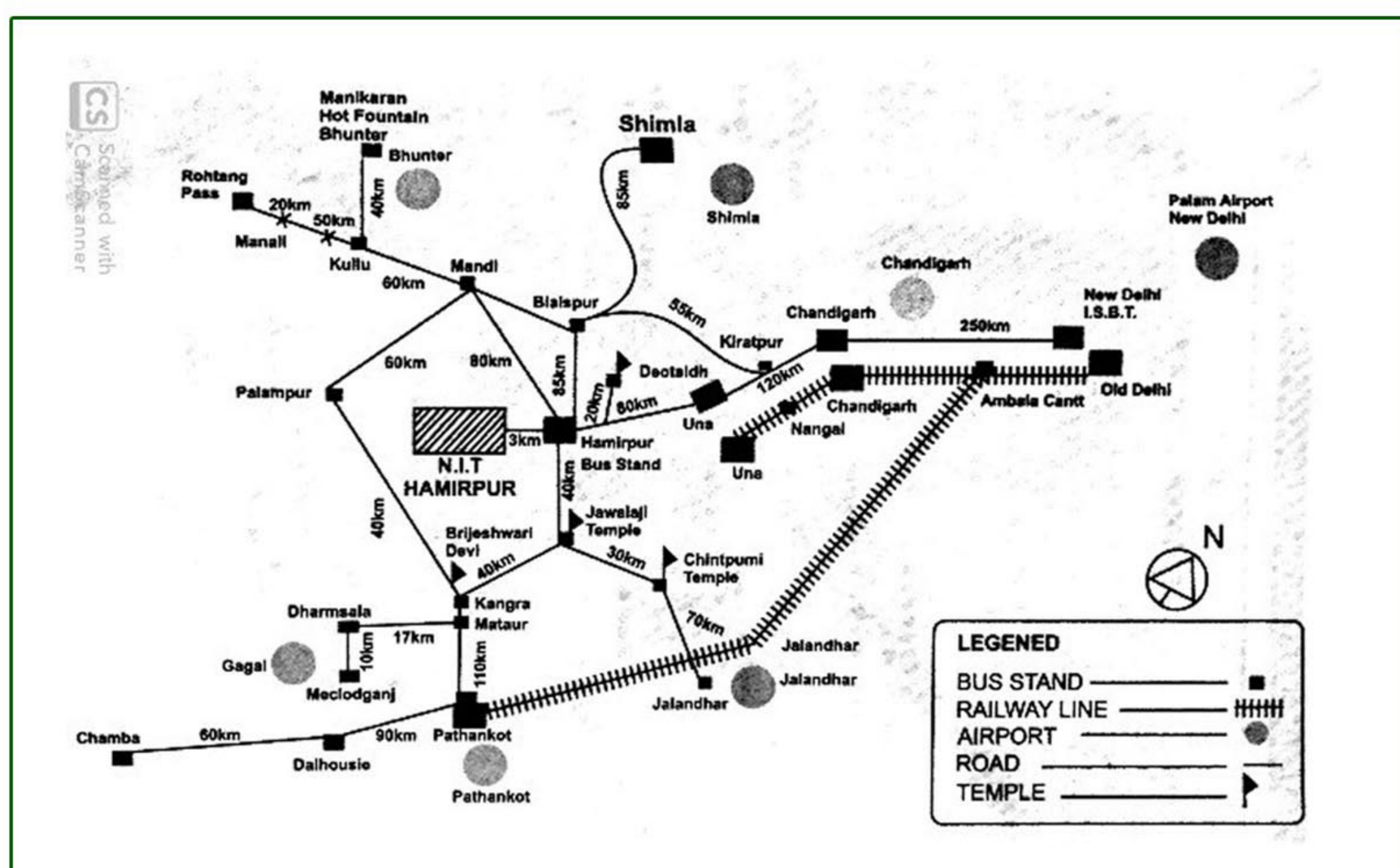


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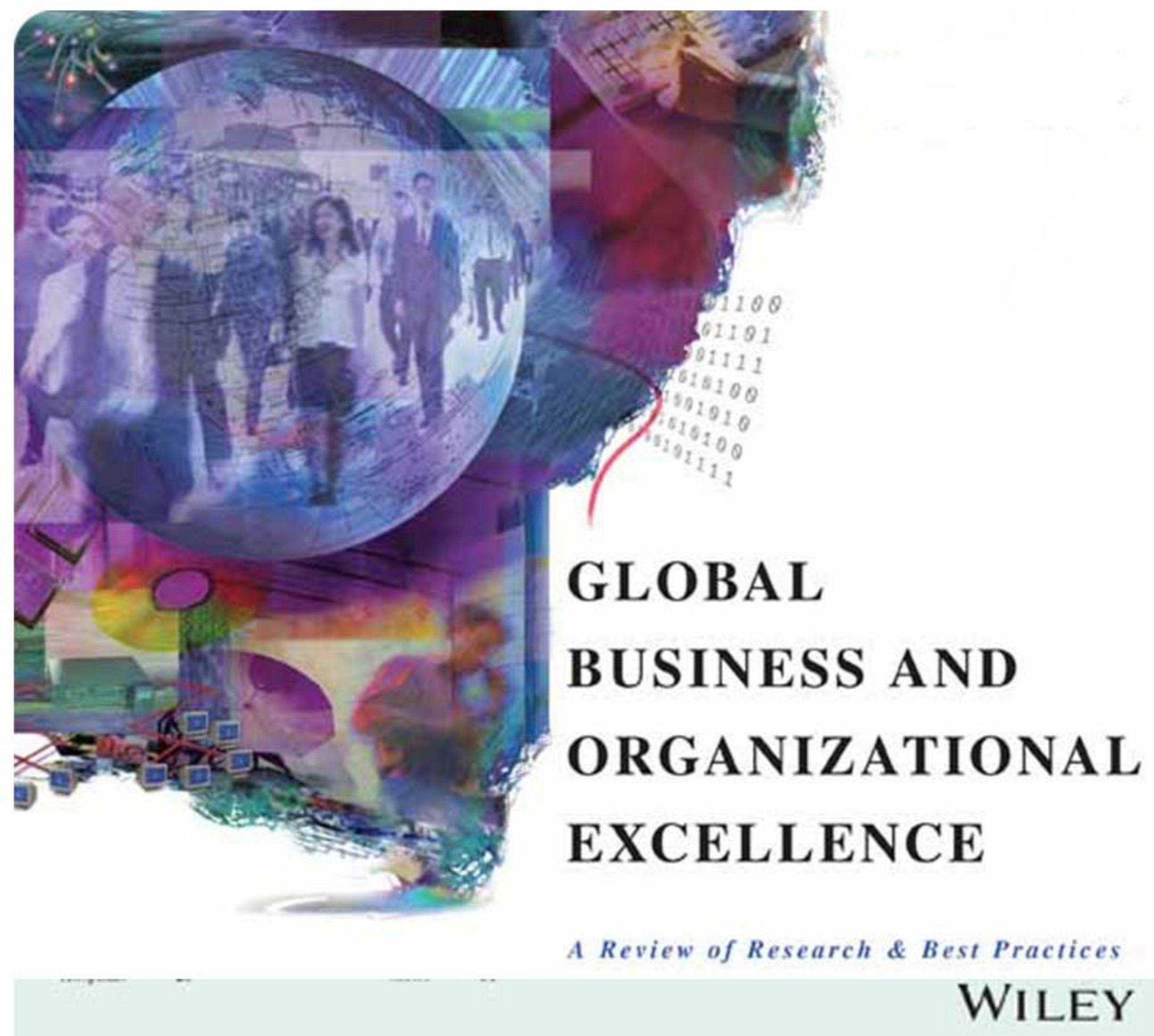
### How To Reach



### Journals For Paper Publication



SSCI, ABDC and SCOPUS Indexed



ABDC and SCOPUS Indexed



SCOPUS Indexed

### Contact Us (if any query)

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