

## IMRC General Guidelines for Full Paper Submission

**Note: Authors must strictly refrain from mentioning their names and affiliation in the submission document**

Please note, these guidelines are just suggestive and for reference purposes.

**Main title of the paper – style "MAIN TITLE"**

**Keywords (4 words/terms)**

The extended abstract should provide a concise yet comprehensive overview of a research study, including its background, objectives, methodology, results, and implications. Here's a breakdown of what should be covered in each section:

### **1. Introduction:**

- Briefly introduce the topic of the research.
- Provide background information to contextualize the study.
- Clearly state the research problem or question being addressed.
- Highlight the significance and relevance of the research topic.

### **2. Literature review:**

Provide an overview of existing research and scholarly sources related to your topic, demonstrating your understanding of the field and identifying gaps in current knowledge.

### **3. Objectives:**

- Clearly state the main objectives or aims of the research.
- Specify what the study seeks to achieve or contribute to the existing knowledge.

### **4. Methodology:**

- Describe the research design or approach employed.
- Outline the data collection methods and sources.
- Explain the analytical techniques or methodologies used to analyze the data.
- Provide justification for the chosen methodology and any relevant assumptions made.

### **5. Results:**

- Summarize the main findings of the research.
- Present key quantitative or qualitative results.
- Highlight any patterns, trends, or relationships observed in the data.
- Provide relevant statistical or analytical measures to support the findings.

#### **6.Discussion:**

- Interpret the results considering the research objectives.
- Discuss the implications of the findings for theory, practice, or policy.
- Consider any limitations of the study and potential avenues for future research.

#### **7.Conclusion:**

- Summarize the main findings and their significance.
- Reiterate the contribution of the study to the field.
- Offer concluding remarks or recommendations based on the findings.
- Emphasize the broader implications of the research (theoretical and managerial) and its potential impact.

#### **8.References:**

- Provide a list of cited references following the appropriate citation style ([APA style](#)) and include all sources referenced in the article.

**Submission Guidelines for  
Track 7: Digital Transformation**

The Centre for Digital Transformation invites extended abstracts on the following sub-tracks:

1. Digital Leadership and Organization
2. Digitization of Consumer Experience and Retail

The recommended sections for the Extended Abstract are as follows:

**Title of the Paper**

1. Problem Statement
2. Methodology
3. Key findings
4. Implications for Research
5. Implications for Practice

**Each of the above five sections should have a minimum of 100 words and a maximum of 200 words.**

**Please note: Any submission that does not comply with the submission guidelines will not be considered for review.**

## **Track 09: ADCLOD Guidelines for Extended Abstract and Symposium**

### **General Format Requirements for Submissions**

When making a submission, please make sure that the format requirements below are adhered to:

- Use Times New Roman 12pt and single spacing
- No identifying information (author's names, email addresses, institutions) in the body of the paper
- No inclusion of any institutional graphics or logos
- MS Word Header and Footer can be used for the title of the paper and page numbers
- References must be APA style
- Documents must be tidy and not show any history of tracked changes or comments
- If your paper includes graphics, please ensure these are of a high quality and please consider your final file size.
- No changes in the paper title, abstract, authorship, and actual paper can be made after the submission deadline.
- Check that the PDF File of your paper prints correctly (i.e. all imported figures and tables are there) and ensure that the file is virus-free.
- Please declare if the paper is under review at anywhere else.

### **1. Guidelines for Extended Abstract**

Note: Authors must strictly refrain from mentioning their names in the submission document.

**Main title of the paper – style "MAIN TITLE"**

Keywords (4 words/terms)

AND

An Extended abstract (minimum of 900 and maximum of 1000 words) should provide a concise yet comprehensive overview of a research study, including its background, objectives, methodology, results, and implications. Here's a breakdown of what needs be covered in each section (but not restricted to):

#### **1. Introduction:**

- Briefly introduce the topic of the research.
- Provide background information to contextualize the study.
- Clearly state the research problem or question being addressed.
- Highlight the significance and relevance of the research topic.

#### **2. Objectives:**

- Clearly state the main objectives or aims of the research.
- Specify what the study seeks to achieve or contribute to the existing knowledge.

### **3.Methodology:**

- Describe the research design or approach employed.
- Outline the data collection methods and sources.
- Explain the analytical techniques or methodologies used to analyse the data.
- Provide justification for the chosen methodology and any relevant assumptions made.

### **4.Results:**

- Summarize the main findings of the research.
- Present key quantitative or qualitative results.
- Highlight any patterns, trends, or relationships observed in the data.
- Provide relevant statistical or analytical measures to support the findings.

### **5.Discussion:**

- Interpret the results considering the research objectives.
- Discuss the implications of the findings for theory, practice, or policy.
- Consider any limitations of the study and potential avenues for future research.

### **6.Conclusion:**

- Summarize the main findings and their significance.
- Reiterate the contribution of the study to the field.
- Offer concluding remarks or recommendations based on the findings.
- Emphasize the broader implications of the research (theoretical and managerial) and its potential impact.

### **7.References:**

- Provide a list of cited references following the appropriate citation style (APA style) and include all sources referenced in the extended abstract.

The references are included in the 1000 word limit of the abstract.

## **2. Guidelines for Proposal for Symposium**

### **Proposal for Symposium**

Symposium sessions are designed for several speakers to discuss a common topic or theme. The symposium involves a collection of presentations by multiple authors on a theme. The papers presented can be co-authored. All co-authors will be listed in the program.

A symposium will comprise of a minimum of **three papers** and a maximum of **six papers** on a theme or topic that is related to the theme for the conference and the track.

Please create a single document for submission of proposal for symposium. The document must include the following-

A title page that includes the title of the symposium (in Title Case), names and affiliations of all presenters, an 800-1000 words description of the symposium including a justification of how the symposium fits with the theme of the conference. The title and a 500-600 words abstract of each presenter's work needs to be included. Tables and figures must be clear and the relevant references added within the word limit.

If the proposal for the symposium is accepted, then the proposers of the symposium will be responsible for ensuring that all papers included in the proposal are presented. The symposium will only be slated for a presentation if at **least three authors** register for the conference.

## **Submission Guidelines for Track 12: India Marketing Conference**

We invite marketing faculty and doctoral scholars to submit their promising, ongoing research papers to the conference. We have two special session-formats for each cohort, namely, (i) Paper development workshops for faculty, and (ii) Doctoral Consortium presentations for doctoral students.

### **Call for Papers for Paper Development Workshop for Faculty**

We are excited to invite **marketing faculty members from across Indian B-schools** to submit their ongoing research paper abstracts for the Paper Development Workshops at the upcoming Marketing Conference.

#### **Workshop Details:**

The Paper Development Workshop aims to foster academic dialogue and provide constructive feedback to help authors develop their work-in-progress papers. Selected papers will be grouped into thematic sessions based on the nature of submissions.

#### **Submission Process:**

- **Abstract Submission:** Interested participants are invited to submit an abstract (approximately 300-500 words) of their ongoing research paper. The abstract should clearly outline the objectives, methodology, and potential contributions of the paper.
- **Selection:** Based on the abstract, selected papers will be invited to participate in the Paper Development Workshop. Authors of selected papers will be notified by August 01, 2025.

#### **Workshop Format:**

- **Circulation of Papers:** The work-in-progress papers will be circulated to all workshop faculty and assigned editors ahead of the session, allowing for a productive and focused discussion.
- **Presentation & Feedback:** During the workshop, authors will have the opportunity to briefly present their paper to the cohort and editors. This will be followed by a constructive feedback session aimed at providing insights and recommendations for further development.

We encourage marketing faculty from Indian B-schools to take advantage of this unique opportunity to present their work-in-progress, receive valuable feedback, and connect with like-minded scholars.

## **Call for Papers for Doctoral Consortium for Doctoral Scholars**

We are excited to invite **PhD students in marketing** to submit their **work-in-progress research** for the **Doctoral Consortium** at the upcoming **India Marketing Conference** at IIM Ahmedabad. This is an exclusive opportunity for doctoral students to showcase their research, receive constructive feedback from experts, and engage in valuable mentoring and networking experiences.

### **Event Highlights:**

#### **1. FT-50/A\* Publication Journeys**

Hear from distinguished faculty who have recently published their thesis in FT-50/A\* journals. They will share their entire journey, from ideation to publication, including insights into the review process and strategies for success.

#### **2. Doctoral Presentations for Feedback**

PhD students will have the opportunity to present their work-in-progress thesis research to a panel of expert faculty members and receive constructive feedback. A **shortlisting process** will be implemented to ensure the quality of presentations. Additionally, we are considering an award for the **Best Doctoral Presentation**.

#### **3. One-on-One Mentor-Mentee Interaction**

PhD students will be paired with faculty mentors from their chosen discipline for personalized feedback and guidance. We are also exploring a “speed-dating” format for rapid, focused mentoring sessions.

#### **4. Shark-Tank Competition**

Students will be grouped based on their preferred research paradigm and tasked with developing a research proposal. Mentored by invited faculty members, participants will present their proposals to a panel of editors. We are considering an award for the **Best Shark-Tank Presentation**.

### **Call for Paper Submissions:**

We invite PhD students to submit abstracts (**maximum 500 words**) of their ongoing doctoral research to be considered for presentation at the Doctoral Consortium. The submitted papers should focus on any area of marketing, and we particularly encourage research that fits within the following thematic areas:

- Marketing Strategy
- Consumer Behavior
- Quantitative Marketing
- Consumer Culture Theory

- Selected papers will be invited to present at the Doctoral Consortium, where they will receive valuable feedback from experienced faculty and editors.

**Registration Information:**

- **Eligibility:** The Doctoral Consortium is open to all PhD students enrolled in marketing programs.
- **Registration Deadline:** October 01, 2025

**Registration Includes:**

- Access to all Doctoral Consortium sessions
- Networking opportunities with faculty and peers
- Mentoring and feedback from experts
- Participation in the Shark-Tank competition

This consortium provides an excellent platform for PhD students to refine their research, gain feedback, and enhance their academic development.

We look forward to your participation in the Doctoral Consortium and to advancing the field of marketing research together!