

### Press Release

## **IIM Jammu jointly in association with Deakin University inaugurates International Conference on “Reimagining Marketing with Technology”**

**08<sup>th</sup> February 2023 Jammu:** Indian Institute of Management (IIM) Jammu inaugurated the International Conference event on “*Reimagining Marketing with Technology*” jointly organized with Deakin University at its transit Canal Road campus at Jammu in hybrid mode. The event was formally inaugurated by Prof. Jabir Ali, Dean Academics, IIM Jammu in presence of Dr. Nitin Upadhyay, Programme Director and Chairperson, MBA, Dr. Baljeet Singh, Programme Director, and Co-Chairperson, Placements and Dr. Rambalak Yadav, Assistant Professor, IIM Jammu.

With the theme of “*Reimagining Marketing with Technology*”, this conference brings together leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference features a fantastic line-up of individuals from brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who will be providing valuable insights and perspectives on the next generation of marketing.

Speaking on the occasion, Prof. Jabir Ali, Dean of Academics, IIM Jammu welcomed everyone to the conference. He expressed his happiness about hosting the conference with Deakin University and highlighted that the two-day conference will add more value and will create knowledge generations across various research spheres. In his address, he also spoke about the new research areas and interesting upcoming themes in the field of strategy and economics domain. He also put forward real-life examples from his rich lineage of experiences. He also expressed his desire to prepare a souvenir at the end of the conference which will act as a ready reference for the researchers to network with people for increased engagement and networking amongst themselves. Lastly, he wished good luck to all the participants for knowledge and thought-provoking sessions in the coming two days of the conference.

The Inaugural event was followed by a Pre-Conference workshop by Dr. Rambalak Yadav, Assistant Professor on the topic, “*Publishing Articles in Quality journals*”, Prof. Andre Bonfrer, Professor of Marketing, Deakin University on the topic, “*Career in Marketing Academia*” followed by an interesting session by Dr. Nitin Upadhyay, Chairperson, MBA on the topic, *Editor's Perspective: How to Avoid a Rejection Letter from an Editor*”.

*Dr. Rambalak Yadav spoke on the topic, “Publishing Articles in Quality journals” mentioning the intricacies and the entire process involved in the publishing of articles in quality journals. He also explained the importance of publishing in important journals along with supporting the previous literature by extending the framework through innovation and novel research topics. He also spoke at length about the various stages involved in the publishing of the paper, handling revisions, and adding value to your existing research collaboration.*

*Prof. Andre Bonfrer, spoke on the topic, “Career in Marketing Academia” demonstrated the practices involved and emphasized the right tools for marketing. Furthermore, he spoke about the research being substantive including appropriate methods and approaches. He also emphasized the areas to focus ranging from Martech, New Technologies (eg. Voice, IoT) including changes in business practices, regulations, and the rise of major platforms over the years.*

*Dr. Nitin Upadhyay, spoke on the topic, “Editor's Perspective: How to Avoid a Rejection Letter from an Editor” where he mentioned specific areas of paper presentation including the key road map elements ranging from thinking differently to capturing the editor's attention by knowing his background. He also emphasized the need for effective writing, including what, where, and how questions are important while doing and writing of the paper. In addition, he provided a detailed overview of the various tips and tricks from his experience to avoid paper rejections. He cited real-life examples and put forward an interesting session that proved to be beneficial to all the researchers.*

*The sessions followed Q & A sessions. The Pre-Conference workshop ended on a positive note.*

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**Glimpses from the Inaugural and Pre-Conference session on inaugurates International Conference on “Reimagining Marketing with Technology”**







