2nd National Conference

Rural Marketing: Challenges, Opportunities & Strategies

Chandigarh Business School (CBS)
Gharuan, Mohali (Pb.)
October 21, 2011

Introduction

With McDonald developing Desi Burger and Airtel TV launching iKissan; majority of corporate are either developing exclusive strategies for rural market or at least are customizing them for their fitment to the Rural Market. In this context rural market is emerging as a welcome window of opportunity for the corporate sector facing stagnation in the urban markets.

Whether e-choupal of ITC or Project Shakti Amma of HUL; new marketing models are being pilot tested and implemented to tap the rural market potential. This conference is an endeavor to discuss and showcase the cutting edge research that is happening in the domain of Rural Marketing.

Sub themes:

The different sub themes on which empirical research papers are being invited for the 2nd National Conference on Rural Marketing: Challenges, Opportunities & Strategies are as follows:

* Organized Rural Retail Management
* Rural Supply Chain Management
* Rural Marketing for FMCGs/Consumer Durables/Financial Services
* Branding issues in Rural Marketing
* Communication Strategies for Rural Marketing
* Consumer Behavior and Rural Marketing
* Indian and International Rural Marketing Practices
* Rural Marketing and Small Business
* Challenges in Rural Marketing
* Assessing Rural Demographics and Marketing Strategies/Features of Indian Rural Markets
* Role of NGOs/Cooperative Societies/Government initiatives in Rural Marketing
* Case Studies on Rural Marketing
* Ethics/Fake Product Challenges in Rural Marketing
* Comparative Analysis of Rural and urban Markets
Guidelines for Submission of Papers

1. Abstract of about 200 words should be submitted through electronic-mail by September 5, 2011 at conference.cgc@gmail.com.

2. All manuscripts should be of size not exceeding 5000 words, typed in MS-Office, Times New Roman (12-size font) in double space with a margin of 1” on both the sides. All tables and graphs must be consecutively numbered using Arabic numerals with appropriate titles.

3. Footnotes should be listed consecutively in the text. Bibliographical references should be on a separate sheet of paper by following APA style.

4. Each paper should contain a title page specifying the title of the paper, author’s full name, telephone number and the e-mail address of all the authors. Author(s) should not write their name and affiliations anywhere else in the paper.

5. The abstracts/manuscripts will be subject to blind review process by a panel. Nature of the research problem, implication of the proposed research, the quality of the research design and the original contribution of the research work to the literature will be used as a basis to determine the suitability of the papers for presentation.

6. The papers should not have been published elsewhere and should be relevant to the overall conference theme.

Important dates:

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<th>Event</th>
<th>Date</th>
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<tr>
<td>Last date for Submission of Abstracts</td>
<td>05 Sept, 2011</td>
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<td>Last date for Submission of Full Paper</td>
<td>23 Sept, 2011</td>
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<td>Intimation of Acceptance of Paper</td>
<td>01 Oct, 2011</td>
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<td>Last date for Registration for presenting the paper</td>
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Academicians                        INR 500
Research Scholars/Students           INR 250

Registration:

All the researchers interested in participating/presenting the papers in the conference are requested to get registered by filling the attached registration form.

The registration fee for the conference is as follows:

Academicians                        INR 500
Research Scholars/Students           INR 250
1. The registration for presenting the paper should be done by 11 Oct., 2011. Registration fee includes participation fee, conference kit, tea & lunch to be provided at the conference.
2. The registration fee may be sent by Demand Draft/Cheque in favour of “CGC SCHOOL OF MANAGEMENT”, payable at Mohali along with duly filled registration form.
3. If the participant is attending the conference with a companion, an additional registration fee must be paid.
4. Registration fee is non-refundable.
5. Accommodation may be facilitated on extra charges.
6. Selected papers would be published in the forthcoming issue of CGC – Management Review, a bi-annual internationally refereed journal of CGC.

Conference Committee:

<table>
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<tr>
<th>Conference Patron:</th>
<th>S. Satnam Singh Sandhu, Chairman, CGC</th>
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<tr>
<td>Conference Chairperson:</td>
<td>Dr. Karminder Ghuman, Director, CBS</td>
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<tr>
<td>Conference coordinator</td>
<td>Dr. Sonika Chaudhary, Professor of Management</td>
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<tr>
<td>Organising Committee:</td>
<td>Ms. Shumeet, Assistant Professor</td>
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<td>Ms. Jasmine, Assistant Professor</td>
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For further details contact Dr. Sonika Chaudhary at 9357896918 or mail at conference.cgc@gmail.com.

Chandigarh Business School (CBS): An Introduction

CBS with campuses at Landran and Gharuan in Mohali is a premier institution of Chandigarh Group of Colleges (CGC). The management programs at CBS are approved by AICTE, Ministry of Human Resource Development, Govt. of India, New Delhi & Govt. of Punjab and affiliated with Punjabi University, Patiala.
The North India B-School Survey, conducted by The Business and Management Chronicle (April, 2010 issue) has adjudged Chandigarh Business School as the top institute in the region. It placed CBS at the Fourth spot in North India. Business India (Nov, 2009 & Oct, 2010 issues), has ranked CBS in the A+ category. Six other surveys conducted during the past six months, have placed CBS amongst top 75 B-Schools of the Country.

Chandigarh Group of Colleges

CGC, established in 2001 is a leading group of private institutes located on the outskirts of Chandigarh. The group offers 33 PG & UG courses. CGC has constructed various colleges in 35 acre campus at Landran and another 35 acre campus at Gharuan. The group has more than 13,000 students and about 500 faculty members.

CGC has secured First position amongst Private colleges during an official release of rating released out by Punjab Technical University during Jun, 2011. CGC is also accredited by Infosys, Tata Consultancy Services, Infosys and many more Companies. MOUs have been signed with leading companies like Airtel, Hewlett-Packard, ABC Trading Company, Nicco Ventures, Alphanet Technologies for training & placements of our Students.

A large number of MNCs and leading domestic companies in various fields visit CGC every year to recruit students from the campus. 137 companies visited CGC during Academic session 2010-2011 to acquire talent from various colleges of CGC.

Quark India has set up APPLE MAC lab, the only one of its kind in Asia and Red Hat Technologies have agreed to set up their lab at CGC to provide training to our students and become partner in development of open software.

National level conference and seminars are organized regularly on topics of Human resource, Finance, IT, Marketing and other burning issues.

For details kindly visit our website www.cgc.edu.in