

6th International Conference on Marketing (ICOM 2018)

“Marketing in the 21st Century: The Way Forward to “Dream Society””
11th to 12th October 2018 | Hanoi, Vietnam



Academic Partner		Hosting Partner	
		 DEPARTMENT OF MARKETING MANAGEMENT FACULTY OF MANAGEMENT STUDIES & COMMERCE UNIVERSITY OF SRI JAYEWARDENEPURA	
Event Partner	Organized By		Tour & Accommodation Partner
			

Conference Tracks

Topics of interest for submission include,

BUT ARE NOT LIMITED TO

- **Marketing for Children, Elderly and Bottom-of the –Pyramid**
- **Marketing for Not-for-Profit Sector**
- **Marketing in the Digital Era**
- **Marketing, Consumption and Spirituality**
- **Marketing for emerging tourist destinations**
- **Innovations and creativity in Marketing**
- **Sustainability, Ethics and Corporate Social Responsibility in Marketing**
- **Marketing in Higher Education**
- **Marketing in Politics**
- **Marketing for Entrepreneurs**
- **Sports Marketing**
- **Healthcare Marketing**
- **Marketing in the Field of Entertainment**

Submit your research paper to: abstract@marketingconferences.co

Conference Co-Chairs



Prof. Sergius Koku

Florida Atlantic University,
Boca Raton,
Florida, USA.



Prof. B.N.F. Warnakulasooriya

Professor
University of Sri Jayewardenepura
Sri Lanka.



Assoc. Prof. Dr. Nguyen Thi Tuyet Mai

Ph.D. in marketing, National University of
Singapore, 2003
MBA, Boise State University (USA), 1995
B.A., National Economics University (Vietnam),
1983

Keynote Speakers:



Prof. Sergius Koku

Florida Atlantic University,
Boca Raton,
Florida, USA.



Mrs. Dang Thuy Ha

Director, Nielsen Client Service
Vietnam

Scientific Committee

- **Dr. Nguyen Thi Hoang**
Lecturer in Marketing
Posts & Telecommunications Institute of Technology
Vietnam
- **Dr. Ho Huy Tuu**
Ph.D. in marketing, Tromso University, Norway, 2011.
Master in Fisheries Economics, Nha Trang University (Vietnam), 2007
B.A., Nha Trang University (Vietnam), 1994.
- **Dinh Huu Thanh**
President & CEO of Bee Logistics Corp.
Managing Director of EDINS, Vietnam.
- **Dr. Nguyen Vu Hung**
Lecturer in marketing
National University of Economics (NEU)
Vietnam



Abstract Guidelines

Abstract Submission Process

You are invited to send your abstract to the 6th International Conference on Marketing 2018 (ICOM 2018), you have to send your abstract on or before the abstract submission deadline. The abstract must first pass a double-blind peer review and if it is accepted by the reviewer, we will send you the abstract acceptance notification. Upon payment of the registration fee, your presentation will be confirmed.

How to Submit

- Please submit your abstract to abstract@marketingconferences.co
- Submit your abstract of no more than 250 words. Please download the abstract template given and you are requested to follow the format carefully for your abstract submission.
- Please send in a brief biography together with the Abstract.
- Submit well before the submission deadline in order to benefit from Early Bird rates.
- Your Abstract will undergo a double-blind peer review within two to three weeks after receipt. If your abstract is accepted, you will be invited to register for the conference. At least one of the authors of the paper must register for the conference by 10th August 2018

Deadlines

- Abstracts submission: 11th June 2018
- Acknowledgement of receipt will be sent within 3 days
- Results of abstract reviews are returned to authors: Usually within two weeks of submission
- Final conference registration for all presenters: 10th August 2018
- Full paper submission: 01st November 2018



Dates of Importance

Abstract submission deadline	11th June 2018
Abstract acceptance notification	Within two weeks
Early Bird registration deadline	10 th July 2018
Final Registration deadline	10 th August 2018
PP Presentation due on or before	30 th September 2018
Conference day	11 th – 12 th October 2018
Conference network dinner and the Award Ceremony	12 th October 2018
Post Conference tour	13 th October 2018
Full paper submission deadline	01 st November 2018

Submit Your Abstract Now - abstract@marketingconferences.co

Full Paper Guidelines

If your abstract is accepted and you have paid the registration fee for the 6th International Conference on Marketing 2018, you are encouraged to submit manuscripts before 01st November 2018. Final manuscripts must be sent to publication@tiikmedu.com

We accept the submission of high quality papers describing original and unpublished results of conceptual, constructive, experimental and theoretical work or research in all of the areas mentioned. Submission of a manuscript implies that it is not under consideration for publication elsewhere.

Full paper reviewing process

- All manuscripts will be subjected to double blind peer-review and are expected to meet the scientific criteria of significance and academic excellence.
- The submitting author is responsible for ensuring that the article's publication has been approved by all the other co-authors and takes responsibility for the paper during submission and peer review.
- The publisher will not be held legally responsible should there be any claims for compensation.

Full paper submission process

- The full manuscript must be submitted as a MS Word document in .doc format (not as a PDF or .docx format) and named with author's abstract number and name.
- All manuscripts should be in English. Please ensure that your manuscript is not having any errors; this is especially important if English is not your first language.
- Download the Full Paper Template and thoroughly take after the designing rules.
- The format will help you to present your manuscript, subsequently you are asked for to take after the configuration thoroughly.
- Full manuscript that do not follow this format will be rejected.
- If paper is requested for revise we will send back to you with comments and you must send the corrected paper within a week.

Journal Publication Guidelines

If you wish to submit your manuscript in supporting journals of the upcoming conference please follow the supporting journal's submission process and the template guidelines. For more info please visit ICOM 2018 website.

Publications

Book of Abstracts:

All accepted abstracts for the 6th International Conference on Marketing 2018 will be published in the conference abstract book with an associated ISBN (978-955-3605-15-3).

Conference Proceedings:

All full papers will be reviewed through a double-blind reviewing process and published electronically with an ISSN (2357 – 2655) in the proceedings with a DOI Number (DOI prefix: 10.17501).

We will submit the proceedings to be indexed in the Thomson Reuters, SCOPUS & Google Scholar for possible Indexing

The Scopus logo, consisting of the word "Scopus" in a bold, orange, sans-serif font, followed by a registered trademark symbol (®).

THOMSON REUTERS

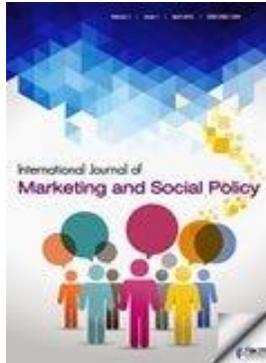


Peer Reviewed Journal Publication

We provide you with the opportunity to publish your paper with well-known publishers

Papers presented (oral presentations, virtual presentations and poster presentations) during the 6th International Conference on Marketing 2018 will have the opportunity to be considered for publication in the following journals. Those that are considered to be appropriate for publication after peer review will be published for free of charge.

Supporting Journals



International Journal of Marketing and Social Policy

Online ISSN: 2362-1044

Editor in Chief: Prof. Paul Sergius Koku

Publisher: TIIKM

Journal Link: <https://tiikm.com/journals/ijmsp.html>



South Asian Journal of Business and Management Cases

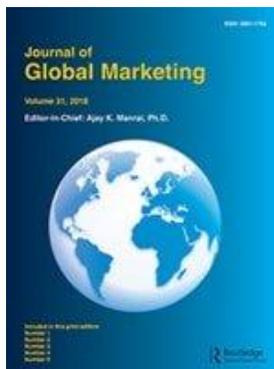
Print ISSN: 2277-9779

Online ISSN: 2321-0303

Editor in Chief: K Dey

Journal Link: <https://in.sagepub.com/en-in/sas/south-asian-journal-of-business-and-management-cases/journal202129#description>

Indexed in: SCOPUS, DeepDyve, Dutch-KB, Indian Citation Index (ICI) and J-Gate



Journal of Global Marketing

Print ISSN: 0891-1762

Online ISSN: 1528-6975: Editor in Chief Ajay Manrai

Journal

Link: <http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=wglo20>

Indexed in: Thomson Reuters, Scopus and other main indexes.



Registration Information

Registration fee includes: Poster/Oral Presenters

- Presentation slot (20min) – Not applicable for Non-presenters
- 4 Refreshments (Morning and Evening) and 2 Lunch
- 1 Dinner with cultural show
- Abstract Book (Hard Copy)
- Conference Proceedings (Soft Copy)
- Conference Bag
- Conference Group Photo(Printed)
- Presentation certificate
- Notebook
- Pen
- Conference schedule handout
- Eligibility for all technical sessions and Business meeting/Student's gathering/Workshops inside the conference
- Free proceeding publication with indexing
- Submit your paper for peer review to the supporting Journals
- Conference photo coverage

Group Registration

- All the benefits of in-person participant.
- Discounted Registration for five (5) or more participants from the same organization/institution.

Registration fee includes: Non-Presenters/Attendee

- 4 Refreshments (Morning and Evening) and 2 Lunch
- 1 Dinner with cultural show
- Abstract Book (Hard Copy)
- Conference Bag
- Conference Group Photo(Printed)
- Attendance certificate
- Notebook
- Pen
- Conference schedule handout
- Eligibility for all technical sessions and Business meeting/Student's gathering/Workshops inside the conference
- Conference photo coverage



Registration Fee Structure

	Early bird Payment Deadline 25th June 2018	Regular Payment Deadline 25th July 2018	On Site Payment
International			
Delegate	USD 500	USD 530	USD 570
Student	USD 470	USD 510	USD 550
Non-Presenter	USD 500		
Vietnamese			
Delegate	USD 310	USD 340	USD 375
Student	USD 290	USD 310	USD 340
Non-Presenter	USD 275		
Group			
International (Presenter)	USD 430	USD 440	USD 475
International (Non-Presenter)	USD 460		
Vietnamese (Presenter)	USD 265	USD 280	USD 310
Vietnamese (Non-Presenter)	USD 250		
Virtual			
Delegate	USD 200		
Student	USD 150		
Vietnamese	USD 100		

Payment method for the participants

Deadlines

Please adhere to the deadlines as it is vital for better arrangement. Both Presenters and Non-Presenters are required to register and pay their registration fee by **10th August 2018**.

We accept on a first come first serve basis as limited seats available. Please mark your calendar with the dates of importance and plan so that your activities take place well before deadlines in order to avoid unexpected work or travel conflicts, technical problems, in case you need assistance, or other delays



For Foreign Participants / BANK TRANSFER (TT)

BANK NAME	Hatton National Bank 479, T. B. Jayah Mawatha (Darley Road), P.O. Box 837, Colombo 10, Sri Lanka.
BRANCH	Homagama
BENEFICIARY	The International Institute of Knowledge Management(Pvt)Ltd
ADDRESS OF BENEFICIARY	#288/1/1, Old kottawa road, Embuldeniya, Nugegoda, Sri Lanka.
ACCOUNT NUMBER	077910146135
SWIFT CODE (International)	HBLILKLX
BRANCH CODE	077
BANK CODE	7083
**Note: The conference secretariat should receive the exact amount of registration fees. If not, the participant has to pay the balance due at the registration desk. Therefore, the participant has to add US\$ 5-10 for the international transaction cost. Any addition received will be reimbursed at the Registration Desk.	

Onsite payments

- If you have funding issues and other unavoidable circumstances you can pay onsite and register to the conference.

However please be noted you need to pay the highest registration fee when you paying on site. Furthermore, you need to confirm your participation with your scanned copy of the Air ticket and passport together with accommodation confirmation receipt to reserve a slot at the Conference.

No show policy for Onsite payments

If any participant confirmed his/her participation to the organizing committee by sending the proof (copy of the air ticket) and is not available to present at the conference will not be accepted. In that scenario the organizers will take the following actions towards protecting the goodwill of the company and to adhere to the immigration policies.

1. Inform to The Embassy/ High Commission
2. Inform to their University/Institute
3. Add to No-benefits list

To avoid these please inform your No-show before the conference close. Also, you may need to pay half of the registration fee within 15 days post conference.



Contact Details

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<p>Abstracts, Registrations, Payments and Visa Inquiries Contact Person: Ms. Lorin Juliyana Hotline: +94778431698 TP: +94 113 098 521/2 Email: lorin@tiikm.com</p>	<p>Partnership and Other Conferences Contact Person: Ms. Maheesha Dilshani Hotline: +94 712 838 280/ +94 783 979 446 TP: +94 113 132 827 Email: maheesha@tiikm.com</p>
<p>Logistic, Accommodation and Tour Contact Person: Mr. Geeshan Rajapaksha Hotline: +94 113 098 521 /2 Tel: +9476 560 3737 Email: geeshan@globeenjoy.com</p>	<p>Sponsorship Contact Person: Mr. Aadhavan Varatharajan Hotline: +94 755 408 371 TP: +94 11 3098521/2 Email: aadhavan@tiikm.com</p>