



Rajagiri International Conference on Insights in Marketing

11 & 12 January 2024

RICIM 2024

As part of the Rajagiri Conference on “International Conference on Multidisciplinary approaches to SDGs & International partners meet”
10 | 11 | 12 | 13 January 2024

Theme of RICIM 2024

“Responsible Consumption for a Sustainable World”



About The Conference

“Responsible consumption refers to rational and efficient use of resources with respect to the global human population.” Fisk, 1973

Responsible consumption is one of the major objectives of the contemporary world. In the definition Fisk (1973) relates responsible consumption with “global human population.” The United Nations (UN) realised global significance of responsible consumption and included it in the Sustainable Development Goal (SDG) number 12. The complete title of the SDG 12 is “Responsible Consumption and Production.” The focus of this conclave is on “responsible consumption.” The reason to emphasise consumption is its overarching significance in the market economy. Not everything produced in the market economy is consumed however consumption of goods increases the possibility of the same to be produced and reproduced. Therefore, there is a need to study “responsible consumption” singularly and without linking it to responsible production.

In this regard, the Rajagiri International Conference on Insights in Marketing (RICIM) - 2024 is being organized by the Rajagiri School of Management, Rajagiri College of Social Sciences (RCSS), and Rajagiri Business School (RBS), in collaboration with “The Faculté de Droit,

Université Catholique de Lille, France”. The goal of RICIM-2024, which has “Responsible Consumption for a Sustainable World” as its theme, is to foster a critical knowledge of marketing theory and practice with an emphasis on significant debates and cutting-edge research that defies conventional wisdom. The platform for the conference will feature discussions on the development of marketing theory and practice, as well as the role of marketing in markets, organizations, and society. To shed light on how marketing theory and practice can be further improved, the conference will also enlighten the theoretical, managerial, social, economic, and political components of marketing. The conference will serve as a premier venue for academics and industry professionals to showcase recent developments and research findings in the domains of marketing. Academics and practitioners are invited to contribute their research on current trends in marketing theory and practice at RICIM-2024.

The purpose of this conference is to bring together national and international scholars working in marketing in the broadest sense of words, with a special focus on Responsible Consumption. The conference has two parts spread over two days as detailed below.

About Rajagiri Business School



Established in the year 2008, Rajagiri Business School (RBS) is part of Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark, and to the integrated business township, Smart City Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendour of the environment to allow for academic development in communion with nature. In 2022, Rajagiri Business School got full accreditation by AACSB, a globally renowned accreditation agency, and also, recently the PGDM program of RBS is accredited by EFMD, one of the highly reputed international accreditation agencies.

To equip students with the right conceptual foundation, analytical skills, and knowledge application ability, the curriculum at RBS is kept relevant with the dynamics of the changing business environment. With social sensitivity at its core, the emphasis is on experiential learning and holistic development. Case method, simulation, and lectures are the chief pedagogical tools used at the School.

Through our pedagogical innovation, Rajagiri Immersive Learning Experience (RILE), our students are exposed to experiences and activities that prepare them to confront the complex business environment head-on. The focus of RILE is on four dimensions: Conceptual Learning, Experiential Engagement, Executive Modelling, and Corporate Competency. The various activities under each of these dimensions help to mould and transform the Rajagirians into professionally competent and socially sensitive individuals.

About

Rajagiri College of Social Sciences (Autonomous)



Rajagiri College of Social Sciences (RCSS) is the eldest child of Rajagiri Vidyapeedam (Rajagiri group of educational institutions). It is located on two picturesque campuses- the Hill Campus at Kalamassery and the Valley campus at Kakkanad in Kochi, in the state of Kerala. RAJAGIRI means "The hill of the King" and derivatively it refers to the hillock where Jesus Christ is accepted as the King or the model, as the human embodiment of the virtues of love, truth, and justice.

The College had its origin as a pioneer in professional social work education starting with a Diploma in social service way back in 1955 and adding on a Master in Social Work (MSW), the first of its kind in Kerala State and one of the very few in South India. The specialization PM & IR then offered in the MSW program gave way for an additional Programme -Masters in Personnel Management & Industrial Relations which is the present MHRM offered on campus.

The College then started under the University of Madras, later came under the University of Kerala, and after 1986 affiliated to MG University, Kottayam. Over the years the College started expanding its horizons to Management Studies, Computer Science, Library and Information Science, Behavioural Science, and Commerce. The MBA and MCA Programmes are approved by the All India Council for Technical Education (AICTE). The College is presently offering 17 Programmes (Graduate, Postgraduate, Postgraduate Diploma and PhD) under 8 Departments.

About Université Catholique de Lille, France



The Université Catholique de Lille is a multifunctional organization that is exceptional in France. It was established in 1875. Its dedication to mutual care as a core value has allowed what is now France's largest private, not-for-profit institution to stand out in the fields of higher education, research, and health from the very beginning. The institution is open to diversity and the rest of the world, and it supports and is supported by the neighbourhood and local community.

Faculty of Law (FLD) of the Université Catholique de Lille, is a centre of excellence in the field of Law. Created at the foundation of the Université Catholique de Lille in 1875, the Faculty reopened its doors in 1993 and subsequently opened up in Paris in 2009.



Conference Resources

Speakers



Prof. Rohit Varman

*Professor of Marketing and Consumption,
Head of the Department of Marketing, Birmingham
Business School, University of Birmingham*

Rohit Varman's current multidisciplinary research on corporate brutality, exploitation, modern slavery, and resistance to corporatization and marketization uses interpretive approaches.

Journal of Consumer Research, Journal of Retailing, Organization Science, Human Relations, Journal of Service Research, and Marketing Theory are just a few of the prestigious journals where he has published. Emerald Citation of Excellence was given to Rohit's research in 2015. Additionally, he served as the International Society of Markets & Development's previous president.

Rohit Varman is on the editorial boards of the Journal of Macro Marketing, Journal of Marketing Management, and Journal of Historical Research in Marketing, he is currently an associate editor of Consumption, Markets & Culture. He has served as a guest editor for special issues of the journals Marketing Theory, Marketing Management, Macro Marketing, and Journal of Historical Research in Marketing. Additionally, he co-edited works on critical marketing and alternative organizations in India published by Routledge and Cambridge University Press, respectively.



Prof. Andra COTIGA

*Professor of Private Law,
Catholic University of Lille, France.*

Andra COTIGA is a professor of business law at the Faculty of law of the Catholic University of Lille, France. Andra obtained her Ph.D in European company law in 2010 at the Université Lille 2, Lille, France and her habilitation to direct research in 2015 at the Université de Strasbourg. She has been a Max Planck Institute for Private International law research and visiting scholar, Hamburg, Germany in 2007, 2008-2010 and 2013. Andra is a member of the Society of Comparative Legislation, Paris, France; a member of the European Law Institute, Viena, Austria and former member of the ELI Council (2017-2021). She is also a member of the Global Legal Network (GLN) which works on risks in European law. Her main fields of research are: Commercial Law, Company law, European corporate law; European insolvency law; Private International Law.

Conference Resources

Speakers



Dr. Rajesh Nanarpuzha

*Associate Professor of Marketing,
Co-Chair, Consumer Culture Lab,
IIM Udaipur.*

Rajesh Nanarpuzha's academic research focuses on different aspects of branding and consumer behavior, primarily using qualitative research methods.

Dr. Nanarpuzha is also the co-founder and current co-chair of the Consumer Culture Lab at IIM Udaipur; a unique initiative in Indian academia that aims to understand the Indian consumer using qualitative research methods. His research has been published in journals such as the Journal of Business Research and the Journal of Personal Selling and Sales Management.

Dr. Nanarpuzha has more than a decade of industry experience in the sales and marketing. He has worked as a brand manager with Dabur India and as a business consultant in the retail and consumer goods domains at Cognizant and TATA Consultancy Services.



Dr. Ram Manohar Vikas

*Professor of Private Law,
Catholic University of Lille,
France.*

Ram Manohar Vikas has completed PhD from IIT Kanpur in Marketing Management. He has taught Marketing Management courses at PG and Doctoral levels at IIM Lucknow, IRMA and IIT Kanpur. Vikas works on Consumer Culture Theory (CCT) topics in the subaltern domain using interpretive research methodologies. He has published his work in the Journal of Consumer Research, Journal of Macromarketing, Consumption Markets & Culture, and Advances in Consumer Research.



Dr. Apoorv Khare

*Associate Professor, Indian
Institute of Management,
Tiruchirappalli.*

Apoorv Khare did his PhD from Indian Institute of Management Calcutta, India. Apoorv has published his research in leading international journals in marketing and business research such as Journal of Business Research, Journal of Marketing Management, and Journal of Public Policy & Marketing. His research interests lie in the areas of critical marketing, culture and consumption, and informal markets.

Conference Resources

Speakers



Dr. Suresh Paul Antony

Associate Professor, Indian Institute of Management, Tiruchirappalli.

Suresh Paul, a practitioner-academic, is a Fellow of the Indian Institute of Management Lucknow. He holds a post-graduate degree in management from Madurai Kamaraj University. From 1985 he served across the country and gathered hands-on customer interface experience in the automotive, financial services, direct selling, and music retailing industries. His corporate experience spans business and consumer markets, rural and urban, and product and services marketing as well. His areas of research are marketing demographics & consumer vulnerability. He is interested in the demographic transition and is actively engaged with the question of how, in comparison with younger age groups, elderly consumers respond to marketing stimuli. His training & consulting interests lie in products, services and brands, and marketing strategy.



Dr Tony (Anthony) Thomas

Chief Digital and Information Officer at Signify, Amsterdam, North Holland, Netherlands

Tony Thomas (Dr. Anthony A Thomas) is the Global Chief Digital and Information Officer for Signify, the Philips lighting company, based out of Amsterdam, Netherlands. Prior to this, Tony was the Group CIO of Nissan Motor Corporation, the Global CIO of GE, the CIO of Vodafone India, and the Global Head of Digital Banking Operations & Technology at Citibank. Tony also held global leadership roles in Management Consulting at BCG and EY, among other industry leaders, and has worked and lived in many regions across the globe.

Tony is a luminary in his field of Technology Leadership, Digital Transformation and Innovative Industrialization. Tony completed Leadership Training at the Indian Institute of Management Ahmedabad, has been conferred Doctor of Science in Information Technology, Honoris Causa, from Hindustan Institute of Technology and Science, and is a recipient of many industry honors and awards.

Tony is active as a public speaker, startup investor, board member, advisor, and mentor to businesses and Governments. He is a mentor at Columbia University, New York in its Executive M.S. Technology Management Program and Governing Council Member of Mar Baselios College of Engineering and Technology. He is currently the Chairman of ICT Academy of Kerala and part of many distinguished forums.

Tony was a member of the Reserve Bank of India's Technical Committee on Mobile Banking, instrumental in driving the mobile payment ecosystem in India. Tony completed his O'Level and A'Level at the University of London and his Engineering from the College of Engineering, Trivandrum.

Conference Resources

Speakers



Mr Biju Dominic

Chief Evangelist, Fractal Analytics & Chairman, FinalMile Consulting, Mumbai.

Biju Dominic pioneered the development of the field of Behaviour Architecture by combining learning from Cognitive Neuroscience, Behavioural Economics, and Design. Used Behaviour Architecture to solve some of the most significant human behaviour problems in the world such as accidents due to Trespassing on rail tracks, Road accidents, HIV, Girl Trafficking, etc.

Today at Fractal, he works at the intersection of Neuroscience and Artificial Intelligence.

Authors a fortnightly column, 'Behaviour By Brain' in Mint newspaper.



Conference Outline

Day 1. Qualitative Research Conclave on 11 January 2024

(Indented to further the qualitative research in India)

This conclave aims to bring qualitative researchers together to present their works, share their experiences and knowledge, discuss new trends and problems faced with research methods and execution, and also find like-minded people to associate with.

We are expecting researchers who are into qualitative research, in the areas of consumer culture, consumption, semiotics, and interdisciplinary research, to name a few. The conclave is limited to selected and registered participants.

1. Plenary Session: Talk on developments/trends in Qualitative research.
2. Round table Discussions: Group/s with similar interests. To enable constructive discussion selected participants to present their scholarly work, either completed or in progress.
3. Session: Theory Building - Data to theory formulation
4. Session: Discussion on problems/difficulties encountered by the Researchers, seeking help from other participants, and if interested, going for collaborations.

Participants interested in attending this conclave are required to send their research papers in addition to submission through the official link to RICIM 2024 email ID given below. We look forward to receiving articles where a. qualitative research methods are used and b. on innovative qualitative research approaches used.

Day 2. Conference on the Theme on 12 January 2024 (Hybrid mode)

1. Plenary session: Talk on Responsible Consumption for a Sustainable World
2. Panel discussion: 'Consuming sustainably'
3. Paper presentation: Offline and online

Extended abstracts of original research in the fields of marketing are invited from academicians, researchers, doctoral students, and practitioners. Presented full papers will be evaluated for publishing in reputed journals.



Submission Streams

RICIM 2024 solicits submission of research papers under various sub-themes in the field of Finance and Economics, such as

- a. **Consuming sustainably**
- b. **Green Marketing**
- c. **Demarketing for a better world**
- d. **Sustainable Marketing**
- e. **Carbon footprint marketing**
- f. **Retail marketing innovations**
- g. **Possessions, consumption, and meanings**
- h. **Responsible tourism marketing and loss**
- i. **Marketing reducing food waste**
- j. **Recycling and reusing**
- k. **Sustainable Practices in Marketing**

The list of topics mentioned above is indicative and research papers on other related topics of marketing are welcome.

Submission Guidelines

Extended abstracts (1500 words) are to be submitted as a single file, preferably in PDF format. The font size for the body of the text should be 12-point Times New Roman. The submission should contain the title, name(s) of the author(s), affiliation(s), keywords, and e-mail address of the corresponding author. Please name the manuscript as "Last Name_ First Name" of the submitting author.

For Queries: ricim@rajagiri.edu

[CLICK HERE TO SUBMIT YOUR PAPER](#)

Key Dates

Last Date of Abstract Submission:
30 November 2023

Notification of Abstract acceptance:
Within 15 days from submission

Submission of Full papers:
15 December 2023

Last date of Early Bird Registration:
30 October 2023

Publications

Papers presented at the conference will be considered for publication in reputed indexed journals and in Scopus-indexed conference proceedings. However, papers must fulfill the journal's quality standards. For each journal, only one manuscript per author/co-author will be considered. Where appropriate, authors have to bear the publication/submission fees. Selected papers are required to mention that the paper was presented at the Rajagiri International Conference on Insights in Marketing (RICIM 2024). Papers presented at the conference will be considered for publication in the following journals:

1. (The list will be updated and intimated later.)
2. Rajagiri Management Journal (UGC-CARE)

Also, those articles with quality will be published as Scopus-indexed conference proceedings.

Best Paper Award



The Best Paper Award will be presented for outstanding research work. The awardee will be decided by a committee of experts.

Mode of conducting the conference

On the first day (11 Jan 2024), the conclave will be offline requiring participants to be present physically in the venue. The second-day (12 Jan 2024) proceedings will be in hybrid mode.

Registration

National Participants

Category	No. of conference Days	Early Bird Registration	Late/Spot
Indian Professionals/ Academics	4 Days	Rs. 4000*	Rs. 4500
	3 Days	Rs. 3000*	Rs. 3500
	2 days	Rs. 2000*	Rs. 2500
	1 Day	Rs. 1000**	Rs. 1500
	Half-day	Rs. 600**	Rs. 900
Indian Students	4 Days	Rs. 3500*	Rs. 4000
	3 Days	Rs. 2500*	Rs. 3000
	2 days	Rs. 1500*	Rs. 2000
	1 Day	Rs. 750**	Rs. 1250
	Half-day	Rs. 500**	Rs. 800

*Registration fee includes breakfast, lunch, tea, dinner and conference kit.

**Conference kit won't be provided. Tea, lunch/dinner will be provided as applicable.

Registration Fee

International Participants

Category	Early Bird	Late/Spot
Foreign Professionals/ Academicians	\$ 350	\$ 400
Foreign Students	\$ 250	\$ 300
SAARC Countries' professional/ Academicians	Rs. 10000	Rs. 10500
SAARC Countries Students	Rs. 8000	Rs. 8500

Registration fee includes accommodation (during conference days), breakfast, lunch, tea, dinner, and conference kit.

Payment Details

Domestic

Name of Account : Rajagiri College of Social Sciences, Kalamassery

Account Number : 0224053000005056

Name of bank : The South Indian Bank Ltd

IFSC/NEFT Code : SIBL0000224

Branch Name : Kalamassery, Ernakulam

The payment particulars should include the participant's name in FULL followed by RICIM2024.

Kindly mail a copy of the payment confirmation to the conference email id ricim@rajagiri.edu

Advisory Committee

Fr. (Dr.) Saju M D CMI

Principal, Rajagiri College of Social Sciences
& Executive Director Rajagiri Business School

Dr. Arun A Elias

Director & Dean, Rajagiri Business School

Dr. Binoy Joseph

Associate Director,
Rajagiri College of Social Sciences

Fr. (Dr.) Francis Manavalan CMI

Assistant Director, Valley Campus

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[RICIM'24 LINK](#) ▶