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Shri Dharmasthala Manjunatheshwara
Institute for Management Development

7th International Marketing Conference

Technology and Transformation in Marketing: Advancing Purpose, Performance, and Personalisation for Impact

Date : January 23rd, 2026

Venue : SDMIMD, Mysore

In today's dynamic business landscape, marketing is undergoing profound transformation driven by rapid technological advancements and changing consumer expectations. The 7th International Marketing Conference, themed **"Technology and Transformation in Marketing: Advancing Purpose, Performance, and Personalisation for Impact"**, seeks to explore the evolving interplay between innovation and marketing strategies that shape meaningful customer experiences and sustainable business value.

In the above backdrop, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD) is organizing the 7th International onference on "Technology and Transformation in Marketing: Advancing Purpose, Performance, and Personalisation for Impact", on 23rd January 2026.

About the Institute

Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), ranked among the top Business Schools in India, is located at the foot of Chamundi Hills in the heritage city of Mysore in Karnataka, 140 kilometers from Bangalore. The Institute is promoted by the Shri Dharmasthala Manjunatheshwara Educational (SDME) Trust, a much-admired non-profit educational trust that runs over 40 recognized educational institutions in Karnataka, including engineering and medical colleges. The institute was established in 1993 with the objective of providing quality management education based on a firm foundation of Indian values and ethics. SDMIMD's flagship offering is a two-year, full time, residential Post Graduate Diploma in Management (PGDM) program which is approved by AICTE and accredited by NBA. The PGDM Program is accredited by ACBSP (Accreditation Council for Business Schools and Programs), USA and EFMD (European Foundation for Management Development).

About the Conference:

The conference " Technology and Transformation in Marketing: Advancing Purpose, Performance, and Personalisation for Impact " seeks to explore the evolving role of marketing in an environment characterized by technological changes, innovation, transformation and ever-evolving customer expectations. It aims to serve as a platform for scholars, practitioners, and industry leaders to engage in critical dialogue around how emerging technologies—such as artificial intelligence, data analytics, automation, and immersive media—are redefining the purpose of marketing in both global and local contexts. Discussions will centre around enhancing performance metrics through data-driven decision-making and tailoring personalised experiences that resonate with increasingly diverse and demanding consumer segments. As firms navigate algorithmic personalization, real-time analytics, generative content, and new channels of engagement, the need to balance data-driven decisions with human empathy and strategic foresight has never been more critical.

This interdisciplinary platform invites scholars, academicians, practitioners, entrepreneurs and policymakers to delve into the opportunities and challenges of marketing in an AI-first world. The conference will focus not only on technological disruption, but also on the strategic innovation, consumer insight, and real-world impact that define modern marketing excellence.

With a rich blend of keynote addresses, panel discussions, paper presentations on related themes that can also be insights based on case studies, original thoughts and perspectives and workshops this event offers an ideal forum to exchange ideas, showcase research, and foster collaboration between academia and industry. We invite academicians, researchers, doctoral scholars, industry professionals, marketing specialists, entrepreneurs and policymakers to submit original contributions. Submissions may be conceptual, empirical, or applied in nature, and should offer fresh perspectives on marketing's expanding boundaries.

Pre Conference Workshop

The conference will also showcase a pre-conference workshop on 22nd January with hands on training on the following topics from eminent experts in the field –

- Process of applying for copyrights and patents in India
- Bibliometric Analysis
- Mastering Systematic Literature Review
- Digital Marketing tools & techniques

Publication Opportunity:

The conference offers the following publication opportunities

1. All the papers accepted for conference presentation having duly completed the registration process will be published in digital/electronic medium as 'Compendium of Papers' bearing an ISBN: 978-93-83302-81-9

2. Select papers subject to blind review, fulfilment of journal requirements will be published in SDMIMD Journal of Management (EBSCO, igate and i-scholar)

3. The committee is in talks with select journals indexed on Scopus and/or ABDC for potential publication opportunities. Select high-quality papers, based on reviewer recommendations and compliance with journal guidelines, will be considered for publication in these outlets, subject solely to the conditions of the respective journals as per their guidelines and regulations.

Conference Themes

Research papers, case studies, original articles encompassing conceptual and or empirical studies are invited on the various themes & sub-themes listed below which provide a comprehensive exploration of the many facets of marketing in today's dynamic world and how it shapes businesses, offering attendees a deep dive into the latest trends, challenges, and opportunities in the field.

Technology and Strategic Marketing Transformation

- Future of marketing strategy in AI-augmented environments
- Marketing analytics and algorithmic decision-making
- Human-AI collaboration for strategic brand positioning

Consumer, Culture, and Creativity in the Digital Age

- Behaviour change, generational shifts, and digital psychology
- Cross-cultural marketing in globalized digital spaces
- Content strategy, storytelling, and influencer ecosystems

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Supply Chains, Retail Marketing and the Value Chain Ecosystem

- AI and data integration in marketing-driven supply chains
- Omnichannel retail, D2C models, and last-mile logistics
- Creating customer value through agile and resilient value chains

Digital Disruption and Emerging Technologies

- AI, ML, and Automation in Marketing
- Chatbots, Voice Search, and Conversational Commerce
- Augmented and Virtual Reality in Customer Experience
- Blockchain for Marketing Transparency

Innovation at the Intersection of Technology and Business Models

- Platformization, subscription models, and digital-first ventures
- Marketing innovations in fintech, health tech, and edtech
- Entrepreneurship, start-up ecosystems, and go-to-market strategy

Branding, Trust, and Customer Experience

- Reimagining loyalty and trust in the age of automation
- Immersive experiences (AR/VR/metaverse) and brand storytelling
- Design thinking and the emotional dimension of marketing

Marketing for Impact: Ethics, Inclusion, and Sustainability

- Marketing's role in addressing social and environmental challenges
- Inclusive communication and accessibility in campaigns
- Ethical dilemmas in data use, AI bias, and persuasive design

Data, Insight, and Decision-Making

- Integrating behavioural data, psychographics, and predictive analytics
- Real-time dashboards, metrics, and ROI optimization
- Data visualization for marketing intelligence

Education, Skills, and the Future of Marketing Work

- AI readiness in marketing curriculum design
- Building future-ready talent for hybrid marketing roles
- Continuous learning, reskilling, and leadership in digital environments

Purpose-Driven and Responsible Marketing

- Sustainability and Ethical Branding
- Cause-Related Marketing and Brand Activism
- Marketing to Gen Z and Value-Conscious Consumers
- Inclusive Marketing and Representation

Marketing in Emerging and Bottom-of-the-Pyramid Markets

- Localisation vs. Globalisation in Strategy
- Technology Access and Digital Literacy
- Frugal Innovation and Value Delivery
- Behavioural Insights for BoP Consumers

Note: Above list of thematic areas is not an exhaustive one. Related disciplines research is also welcome.

Registration

Registration is mandatory for all participants. In case of multiple authors, at least one author must register. Only the registered author will receive the certificate. Certificates will be issued to all the authors of the paper only against the registration by all the authors. If an author submits two papers, both the papers must be registered.

The fee is inclusive of Conference kit, Lunch & Snacks and Certification.

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Participant categories	Conference Fees	Workshop Fees**
Corporate delegates	INR 1800*	INR 1500
Academicians	INR 1500*	INR 1500
Research Scholars	INR 1000*	INR 1500
Foreign delegates	USD 50*	

Important Dates:

- 5th December 2025 **Abstract submission**
- Within a week of abstract submission **Communication of Paper Acceptance**
- 10th January 2026 **Full Paper Submission**
- Registration is open now

For Further Information Contact:

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