



ICMOE 2027

INTERNATIONAL CONFERENCE ON MARKETING,
OPERATIONS & ENTREPRENEURSHIP

REIMAGINING VALUE CREATION

Integrating Marketing, Operations & Entrepreneurship
for Resilient, Intelligent and Sustainable Growth



21st & 22nd January 2027



**SDM IMD, Mysuru, Karnataka,
India**

RESEARCH PRACTICE INNOVATION IMPACT

7 CONFERENCE TRACKS | ACADEMIA-INDUSTRY DIALOGUE | PANEL DISCUSSIONS | START-UP PITCH

ABOUT THE CONFERENCE

Value creation is no longer confined to a single business function. Marketing shapes how value is defined and communicated; operations convert strategy into execution; supply chains and logistics link markets to products and services; and entrepreneurship transforms opportunity into new ventures and business models. As technology increasingly blurs the boundaries between these domains, organizations that can integrate them — rather than manage them in silos — are the ones best positioned to compete.

ICMOE 2027 brings together academicians, researchers, doctoral scholars, industry leaders, practitioners, entrepreneurs, and policymakers to examine how organizations create, deliver, and capture value in this increasingly interconnected business environment. Building on this year's theme, Reimagining Value Creation, the conference invites scholarship and dialogue on how marketing, operations, and entrepreneurship can be woven together to drive growth that is resilient to disruption, intelligent in its use of data and technology, and sustainable in its impact.

The conference is organized by Shri Dharmasthala Institute for Management Development (SDMIMD), Mysuru, under the aegis of the BCIC (Bangalore Chamber of Industry and Commerce) – SDMIMD Centre for Management Excellence.



CALL FOR PAPERS

Original conceptual, empirical and applied research, research-in-progress, case studies and practitioner-oriented submissions are invited.

CONFERENCE TRACKS



TRACK 1

MARKETING

MARKETS, CONSUMERS, BRANDS & VALUE

Consumer behaviour | Customer experience | Marketing strategy | Branding | Digital & social media | Omnichannel & D2C | B2B & services marketing | Customer analytics | Pricing | Emerging markets | Sustainable & responsible marketing



TRACK 2

OPERATIONS

INTELLIGENT, AGILE & RESILIENT OPERATIONS

AI-enabled operations | Process excellence | Lean & agile operations | Industry 4.0/5.0 | Operations analytics | Automation | Quality & productivity | Service operations | Sustainable operations | Operations resilience



TRACK 3

MARKETING TECHNOLOGY & ANALYTICS

TECHNOLOGY, DATA & AI IN MARKETING

Digital Marketing | Marketing automation | Marketing analytics | Personalization | Martech | Conversational AI | Immersive marketing | Customer intelligence | Digital journeys | Data privacy | Responsible AI



TRACK 4

SUPPLY CHAIN & LOGISTICS

RESILIENT & RESPONSIVE SUPPLY NETWORKS

Supply-chain resilience | AI & analytics | Procurement & sourcing | Demand forecasting | Inventory management | Logistics | Last-mile delivery | Smart warehousing | Supply-chain visibility | Sustainable & circular supply chains

RESEARCH, PRACTICE, INNOVATION, IMPACT

TRACK 5



INDUSTRY & ENTREPRENEURSHIP

From Research to Business Impact & Outcome

Industry perspectives | Opportunity recognition | Start-ups | Entrepreneurial marketing | Technology entrepreneurship | Business-model innovation | Social entrepreneurship | Family business | Venture ecosystems | Scaling & growth | Inclusive entrepreneurship

TRACK 6



DOCTORAL COLLOQUIUM

Honing your Research

Dedicated platform for PhD and doctoral scholars | Present Research | Refine Methodologies | Receive Constructive Feedback | Mentorship | Networking Opportunities | Publications Opportunities

TRACK 7



CASE STUDY

Learning from Business in Action

Teaching cases | Decision cases | Industry cases | Start-up cases | Marketing & branding | Digital transformation | AI implementation | Operations & supply chain | Business-model innovation | Strategic challenges & turnarounds



PANEL DISCUSSIONS:

Ideas, Perspectives, Conversions.

Engage with leading academicians, industry professionals and practitioners through discussions on emerging issues in marketing, operations, technology and entrepreneurship.



START-UP PITCH:

From Idea to Impact

A platform for aspiring entrepreneurs and emerging ventures to pitch ideas, innovations and business models before an expert panel.



WORKSHOPS:

From Knowledge to Practice



CROSS-CUTTING THEMES

AI & Analytics | Digital Transformation | Resilience | Responsible Business | Emerging Markets | Inclusion | Innovation |

Themes are indicative and not exhaustive. Related interdisciplinary research is welcome.



WHO SHOULD PARTICIPATE?

Academicians | Researchers | Doctoral scholars | Industry leaders | Business Professionals | Entrepreneurs | Start-up founders | Consultants | Policymakers

A platform where research meets practice, ideas meet opportunity, and innovation meets execution.

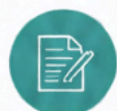
CALL FOR PAPERS

RESEARCH. PRACTICE.
INNOVATION. IMPACT.

Submission Categories

Conceptual Papers | Empirical Research |
Applied Research | Research-in-Progress |
Case Studies | Practitioner Perspectives

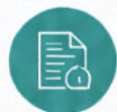
Important Dates



ABSTRACT SUBMISSION
ONGOING



LAST DATE FOR ABSTRACT SUBMISSION
20 NOVEMBER 2026



FULL PAPER SUBMISSION
31 DECEMBER 2026



CONFERENCE
21 & 22 JANUARY 2027

ICMOE 2027



21st & 22nd January 2027 | SDMIMD, Mysuru



Conference Connect | icmoe@sdmimd.ac.in



ABOUT SDMIMD

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).



PUBLICATION OPPORTUNITY

- 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: 978-81-999803-1-0
- 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 Selected papers will have the opportunity to publish in Scopus/ABDC listed journals. The process begins after the conference, subject solely to the conditions of the respective journals as per their guidelines and regulations.



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.

Corporate delegates	INR 2500
Academicians	INR 2000
Research Scholars	INR 1000
Foreign delegates	USD 100*

Organizing Committee

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Conference Chief Patron
Director
SDMIMD, Mysuru

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