



GLOBAL VIRTUAL CONFERENCE



ICMC
2022

MICA's 8th International Communication
Management Conference



MICA
THE SCHOOL OF IDEAS

UNIVERSITY OF
Southampton

THE FUTURE OF BUSINESS IN A DIGITAL ERA: DATA, ANALYTICS, AND NARRATIVES

5–7 January, 2022



CONFERENCE OVERVIEW

Digital marketplace has transformed every aspect of our lives. Data are the life blood of this marketplace and how that data are created, captured, and curated, is deciding the difference between today and tomorrow's winners and wannabes. Further to that, while digital marketplace is called to be the great equalizer by many, its benefits are often not enjoyed equally across the world; indeed, this chasm between the haves and the have nots is increasing. Internet is a necessity in today's rapidly globalising world. While the global market penetration has been unprecedented in emerging economies, the digital divide continues to be a challenge in many lower-middle and low-income societies. Other major challenges pertain to – the use of data analytics in solving business problems; the role of social media platforms; what triggers customer engagement and how do we drive that; at what point do we engage with customers, through which channel and with what message; how do businesses navigate the organizational, government institutional and infrastructure challenges, and what the future of data, analytics and narratives will look like across a spectrum of business sectors and societies.

But challenges present opportunities for growth and innovation. From electronic

commerce, to mobile commerce to social commerce, we are engaging in digital marketplace with greater enthusiasm

on a global scale. And the glue that binds us in this marketplace are the multitudes of narratives. From our personal narratives that appear on social media websites to organizational narratives that appear on corporate websites and then there are global narratives that combine news, politics, organizations and people. Digital narratives have made us more connected, as seen through movements such as 'black lives matter', and at the same time has created ongoing debates and political and ideological divergences.

In this marketplace, which commends itself for the abundance of data, answers will only emerge if we ask the right questions, deploy optimal analytics, and then tell the story with appropriate narratives with well-configured mediums. This conference aims to create a

scholarly platform wherein such narratives will

converge, diverge and collide. Through these

debates will emerge the new narratives

that are more holistic, more powerful,

and more equitable. We welcome

you to join us on this fascinating

journey of creating, curating and

complementing new knowledge on

the frontiers of data and analytics!



CALL FOR IDEAS

Ideas on the conference theme in the form of Full Papers – Academic/Practitioner Research/Case Studies; Extended Abstracts – Work-in-Progress Projects; and Proposals for Poster Presentations, Video/ Film-based Presentations, and Panel/Round-table Discussions are invited. The themes and sub-themes (not limited to) are below:

Data and Analytics

- Data Literacy and Visualizations
- Artificial Intelligence and Digital Engagement
- Unstructured Data and Analytics
- Global Data Governance
- Data Privacy – The Search for a Global Solution
- IOT and Analytics
- Blockchain and Cryptocurrency Modelling
- Big Data and Predictive Analytics for Sustainability
- Reducing Carbon Footprint through Data and Analytics

Marketing, Data, and Narratives

- Customer Experience Data and Implications
- Leveraging Data and Technology to Enhance Customer Experiences
- Understanding the Customer Journey
- Consumer Insight Mining
- New Methods and Models of Research in Marketing
- MarTech – Challenges and Opportunities
- Marketing Metrics
- The Role of Data in Communications
- Retailing Issues
- Social Media – Influencer Marketing, Search Marketing, Data Mining, Sentiments Analyses
- Search Engine Optimisation

Data, Business, Firm and the Society

- Data Driven Firm Cultures
- Data Driven and Analytics Education
- Investing in Data Analytics
- Finance-related issues and Fintech
- Data and the Government
- Economics and Econometric Modelling
- Big Data and the Society – Challenges and the Future
- Social Media Firestorms
- Any other data, business and the society topics
- Using Data Science for Sustainability; Analytics and the Society.

SUBMISSION GUIDELINES

- Full Paper Submissions: All full papers should include the title page, a structured abstract (max. 200 words), and the main text including figures, tables, and APA-style references. Total word count for full manuscripts to be in the range of 6,000 to 9,000 words.
- Extended Abstract Submissions: Extended abstracts (max. 500 words) for work-in-progress projects are also invited. We also invite proposals (max. 500 words) for poster presentations, and video/film-based presentations. Authors should confirm that their submission is entirely original and not already published/ presented; not submitted elsewhere for possible publication/ presentation.

GUIDELINES FOR SUBMISSION: EXTENDED ABSTRACTS & FULL PAPERS

Title Page

- Title of the paper/ proposal
- Author name(s)
- Designation(s)
- Institutional affiliation(s)
- Email IDs
- Contact numbers
- Brief resume (Max. 100 words)

Abstract

- Introduction
- Research Questions/ Objectives
- Research Methodology/ Process
- Results (Final/Interim) and Implications
- Keywords (Max. 6)

Note: Incomplete submissions will not be sent out for review

Formatting Guidelines

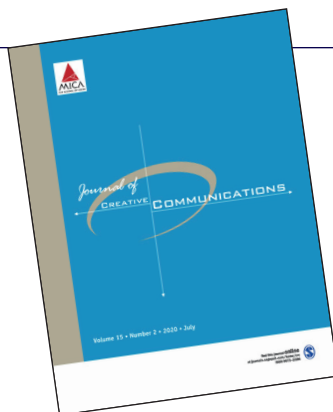
Title: Bold Type

Font: Times New Roman

Font size: 12 Points

Line spacing: Double

Margins: One inch on all four sides



Select full papers accepted in the conference would be considered for publishing in the **Journal of Creative Communications (published by SAGE)**, subject to meeting the submission guidelines.

BEST PAPER AWARDS – ICMC 2022**

FIRST PRIZE: USD 5,350 (₹ 4,00,000 *)

SECOND PRIZE: USD 2,675 (₹ 2,00,000*)

THIRD PRIZE: USD 1,340 (₹ 1,00,000 *)

**TWO CONSOLATION PRIZES:
USD 800 EACH (₹ 60,000*)**



*1 USD = ₹ 75 (approx) ** Only full papers are eligible for Best Paper Awards.

IMPORTANT DATES AND DETAILS

OCTOBER 15, 2021

Last Date for Full Paper/
Abstract/Proposal Submission

NOVEMBER 15, 2021

Notification of Acceptance

DECEMBER 5, 2021

Registration Deadline

Please email your submission to ICMC2022@MICAMAIL.IN

EasyChair link: [HTTPS://EASYCHAIR.ORG/CFP/ICMC2022](https://easychair.org/cfp/icmc2022)



REGISTRATION FEE

	Online Participation	
	USD \$	INR ₹
INDIAN DELEGATES		₹ 2,999
RESEARCH ASSISTANTS/DOCTORAL SCHOLARS/ YOUNG INNOVATORS	\$ 42	₹ 2,499
INTERNATIONAL DELEGATES*	\$ 110	₹ 7,999

**Interested delegates from countries with special needs should write to the conference committee asking for special concession on the fees.*

BANK DETAILS FOR REGISTRATION

Bank Account Number	00491000064062
Name of the Bank	HDFC BANK
Bank Account Type	SAVINGS
Name of Account Holder	MICA
Address of Bank Branch	BODAKDEV BRANCH, AHMEDABAD
IFSC	HDFC0000049
MICR	380240004
Swift Code	HDFCINBBAHM

CONFERENCE COMMITTEE

CONFERENCE CHAIRS



Rob Angell

Associate Professor of Marketing Research,
Director of Internationalisation, Southampton
Business School, University of Southampton



Dharun Kasilingam

Assistant Professor and Area Leader of Digital
Platform & Strategies, Specialization Lead of
Marketing Analytics, MICA



Ashutosh Dutt

Associate Professor of Strategic Marketing and
Marketing Analytics, Co-chair of Centre for
Learning and Innovative Pedagogy, MICA



Jaywant Singh

Professor of Marketing, Department of Digital
and Data Driven Marketing, Southampton
Business School, University of Southampton

CONFERENCE ADVISORY COMMITTEE



Laura Costanzo

Professor of Strategy, Innovation and
Entrepreneurship, Head of Southampton
Business School, University of Southampton



Preeti Shroff

Dean, Professor of Communications and
Business Management, MICA



Kallol Das

Associate Professor of
Strategic Marketing, MICA



Paurav Shukla

Professor of Marketing, Head of Department,
Digital and Data Driven Marketing,
Southampton Business School, University of
Southampton



Sabu Padmadas

Professor of Demography and Global Health,
Associate Dean, University of Southampton

YSRC CHAIRS



Shaphali Gupta

Professor of Strategic Marketing, Chair of Centre
for Research Excellence in Marketing, MICA



Philip Megicks

Associate Professor of Marketing, Southampton
Business School, University of Southampton



Carmen Lopez

Lecturer of Marketing, Southampton Business
School, University of Southampton



Taral Pathak

Assistant Professor of Business Management,
MICA

CONFERENCE CORE COMMITTEE

Niyati Bhanja

Shaphali Gupta

Carmen Lopez

Santosh Patra

Weisha Wang

Steve Chen

Varsha Jain

Sunita Mall

Taral Pathak

Paul Williams

Youngseok Choi

Jalp Lakhia

Philip Megicks

Sukaran Thakur

Siddharth Deshmukh

Fenfang Lin

Viral Nagori

Pooja Thomas



MICA, Shela,
Ahmedabad 380058, India.
Tel +91 2717 688250

Conference webpage:
<https://www.mica.ac.in/icmc/icmc-2022>

For any queries, please email us at

ICMC2022@MICAMAIL.IN