

Programme







31st August, 2022
Doctoral Colloquium

31st August, 2022
Speed Dating Students and Faculty

1st September, 2022
Conference Day 1

2nd September, 2022
Conference Day 2

Conference Virtual Cafe
Networking slots available

TIME (UK) (GMT+1)	TITLE	SPEAKER	ZOOM LINK
9:00 - 9:15	Welcome Note	Prof Suraksha Gupta 	https://newcastleuniversity.zoom.us/j/82168465672
9:15 - 10:15	Keynote Note	Prof TC Melewar 	https://newcastleuniversity.zoom.us/j/82168465672
10:15 - 10:30	Coffee Break		
10:30 - 11:15	Keynote Note	Dr Saurabh Bhattacharya 	https://newcastleuniversity.zoom.us/j/82168465672
11:30 - 12:30	Presentations	Doctoral Students 	https://newcastleuniversity.zoom.us/j/86483306644
12:30 - 01:30	Lunch Break		
01:30 - 02:15	Keynote Note	Prof Denish Shah 	https://newcastleuniversity.zoom.us/j/82168465672
02:15 - 03:00	Coffee Break		
03:00 - 04:00	Presentations	Doctoral Students 	https://newcastleuniversity.zoom.us/j/86483306644
04:00 - 05:00	Speed Dating Students and Faculty		

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9:00 - 9:15	Welcome Note	Prof Suraksha Gupta 	https://newcastleuniversity.zoom.us/j/82168465672
9:15 - 9:45	Keynote	Prof Charles Dennis 	https://newcastleuniversity.zoom.us/j/82168465672
9:45 - 10:30	Track 1	Brands and Branding Track Chair: Dr Pantea Faroudi 	https://newcastleuniversity.zoom.us/j/86271389818







Track 1: The Brand and Branding track invites papers that examine new and innovative ways to use a brand's power to maintain relationships with stakeholders in a more interactive, immediate, and creative manner. This track explores the relationships between brands, identities, and stakeholder groups, taking into account the complexity and heterogeneity inherent to the branding discipline. A comprehensive understanding of many aspects is needed to design, build, and maintain a brand, including strategic planning, campaign management, research, measurement, communication among employees, communication during times of change, and crisis management. Researchers are encouraged to submit different methods and approaches applicable to branding and communication research design, including both qualitative and quantitative studies. If you have any questions. Please email the track chair with any questions at p.foroudi@mdx.ac.uk cc to marketingstrategyandpolicy@gmail.com

10:30 - 11:00	Coffee Break		
11:00 - 11:45	Track2	Responsible Marketing Track Chair: Dr Sharifah Alwi 	https://newcastleuniversity.zoom.us/j/88901766859

Track 2: Responsible Marketing Track: This track welcomes the papers focusing on the different types of marketing strategy and positioning at the product, service, or corporate level across different contexts/industries. With the current business phenomena, designing marketing strategy is getting more complex. Addressing point of differentiation or uniqueness is suddenly a no longer an easy and straightforward task (e.g. is not a question of a functional or imagery element). At times, marketer found themselves at the center of political or cultural debate and that they either need to be an activist or taking a political or ethical stance to ensure they address or response to a concerning matter in the most appropriate way or as what is expected of them by the consumers and stakeholders. This sometimes can be risky. Hence, many companies question to what extent they need to adapt to the current business climate while maintaining the basic marketing propositions. Hence, we welcome submissions from scholars and academicians pertaining to work on brand activism, marketing and brand positioning in the current climate, marketing strategy (classic and contemporary approaches) e.g. covering functional, emotional, imagery, to heritage, sustainable and inclusion branding strategy and their impact on behavioural outcomes and marketing performances. Topics could include sustainable, diversity, inclusive marketing strategy in luxury or non-luxury consumption; responsible marketing communication and brand alliance, marketing and corporate communication and marketing performances. Please email the track chair, Dr Sharifah Alwi, with any questions at Sharifah.alwi@brunel.ac.uk cc to marketingstrategyandpolicy@gmail.com

11:45 - 12:30	Track3	International Marketing Track Chair: Dr Ashish Gupta 	https://newcastleuniversity.zoom.us/j/81087717737
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Track 3: International Marketing Track: This track welcomes the papers focusing on addressing the issues relevant to international marketing theory, research, policy, and strategy. We also encourage the scholars and academicians to submit their scholarly work on cross-cultural / glocal marketing, antecedents, dimensions, and outcome of international marketing strategies. Papers examining the current challenges in global marketing such as sustainability; animosity; product and branding; innovation and disruptions; culture; cross border e-commerce; country of origin etc may also be covered. Topics could include- Global luxury consumption; Consumerism and Marketing Strategy in global markets; Digitalization and International marketing strategy; contemporary issues; adaptive business models in global marketing; emerging markets perspective, as well as other topics that have international marketing implications or a distinct comparative perspective across markets and cultures. Please email the track chair with any questions at ashishgupta@iift.edu cc to marketingstrategyandpolicy@gmail.com

12:30 - 01:00		Lunch Break		
01:00 - 01:45	Track 4	Sustainability and SDGs Track Chair: Dr Natalia Yakovleva		https://newcastleuniversity.zoom.us/j/86352030145
<p>Track 4: Sustainability and SDGs: The track aims to encourage academic discussion on business strategies for improving sustainability policies and performance in organisations. It aims to examine tools, instruments, innovations, and models for organisations to integrate SDGs, circular economy principles, and net-zero policies in business operations. The track will pay particular attention to discussing processes and outcomes of business sustainability strategies, including assessment of sustainability performance and acceptance of business activities by their stakeholders such as a social license. The track welcomes papers that investigate strategies for overcoming internal and external barriers to the implementation of SDGs, circular economy principles, and net-zero policies. We encourage the scholars to submit conceptual and empirical papers with the use of either qualitative or quantitative methodological approaches. The track welcomes work that is built on but is not limited to, institutional theory, stakeholder theory, corporate social responsibility theory, and social capital theory and is relevant to organisation studies, strategy, management, and international business. Please email the track chair, Prof Natalia Yakovleva, with any questions at natalia.yakovleva@kedgebs.com cc to marketingstrategyandpolicy@gmail.com</p>				
01:45 - 02:30	Track 5	Innovation, Design & Technology Track Chair: Dr. Arpita Agnihotri		https://newcastleuniversity.zoom.us/j/89393758742
<p>Track 5: Innovation, Design, and Technology: This track invites papers that explore all types of innovation, such as digital or frugal innovation, design thinking, and associated technologies that affect firms' business models and other outcomes. Papers examining exploratory, exploitation, and open innovation, among others, and associated challenges and opportunities for firms and consumers are welcome. The track also welcomes paper that discusses trends, opportunities, and challenges in implementing design thinking-based business models, product development, etc. Please email the track chair, Prof. Arpita Agnihotri, with any questions at axa671@psu.edu cc to marketingstrategyandpolicy@gmail.com</p>				
02:30 - 03:00		Coffee Break		
03:00 - 03:30	Keynote	Prof Jagdish Sheth		https://newcastleuniversity.zoom.us/j/82168465672
03:30 - 04:15	Track 6	Business-to-Business Marketing Track Chair: Dr Sena Ozdemir		https://newcastleuniversity.zoom.us/j/81641757356
<p>Track 6: Business-to-Business Marketing track invites papers focusing on business-to-business (B2B) relationships in a marketing context, which may involve the type of B2B engagements ranging from new product and brand alliances to inter-firm collaborations formed for distribution purposes. Specifically, the papers will be expected to examine B2B relationships using dyadic, network or eco-system perspectives. Further, the papers may focus on co-competition taking place between or among horizontally connected firms and/or collaborations occurring between or among vertically connected firms (or organizations in general) along the value chain. The papers are also welcomed to consider the impact of intra-firm issues such as marketing capabilities of firms as well as external environmental conditions such as environmental disruptions or turbulences on B2B marketing relationships, practices and/or performance. We are particularly interested in papers providing new insights into how digital technologies such as artificial intelligence, big data analytics, additive manufacturing (i.e. 3D printing) technology, internet of things technology and blockchain technology are changing B2B marketing collaborations and practices. In this sense, the papers are also welcomed to consider ethical, social and/or environmental implications of digital technologies on B2B marketing practices. We invite papers using all types of methodological approaches. Finally, this track welcomes both conceptual and empirical (or research) papers. Please email the track chair, Dr Sena Ozdemir, with any questions at s.ozdemir@lancaster.ac.uk cc to marketingstrategyandpolicy@gmail.com</p>				
04:15 - 05:00	Meet the editors	Prof. Douglas Cumming British Journal of Management Prof. Subodha Kumar Production and Operations Management	 	https://newcastleuniversity.zoom.us/j/89441197447

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9:00 - 9:45	Track 7	Future of Work 	https://newcastleuniversity.zoom.us/j/83153577161
<p>Track 7: The Future of Work track invites papers that explore and examine how work will be done over the next decade as influenced by technological, generational and social changes in our macro environment. This specifically includes investigating the role of newly emerging and disruptive technologies like artificial intelligence (AI), virtual and augmented reality (AR/VR), the internet of things (IoT) and their likes which are resulting in increasing automation. And, other socio-economic changes like Covid-19 pandemic that are altering how an organisation manages its full-time, part-time, and casually employed workforce as part of the growing gig economy. What changes could be in store for the workplace, the workforce and the nature of work itself? Articles are invited in both, the traditional and international HRM domain. Please email the track chair with any questions at parth.patel@aib.edu.au cc to marketingstrategyandpolicy@gmail.com</p>			
9:45 - 10:30	Track 8	Social Media Marketing Track Chair: Dr Saurabh Bhattacharya 	https://newcastleuniversity.zoom.us/j/83995737395
<p>Track 8: Social Media Marketing: This track welcomes papers from various digital and social media marketing subfields, including best practices and strategies. Papers that discuss big data analytics from social media, content creation, influencer marketing, social media care, social media PR, and lead generation are welcome. The track also welcomes research articles covering both firm and consumer-related aspects. The track will also consider research articles about best practices for consumer social media engagement, product development through social media, and responsible usage of social media. Please email the track chair, Dr. Saurabh Bhattacharya, with any questions at saurabh.bhattacharya@ncl.ac.uk cc to marketingstrategyandpolicy@gmail.com</p>			
10:30 - 11:00	Coffee Break		
11:00 - 11:45	Track 9	Marketing and Operations Track Chair: Dr Reza Marvi 	https://newcastleuniversity.zoom.us/j/89884426659
<p>Track 9: Marketing and Operation: This track invites submissions that explore how and to what extent marketing can affect operational management. We welcome studies that explore how marketing state of the art approaches, methodologies, and insights can enhance the performance of overall operations. We also encourage submissions that address issues related to customer operations, control, quality management, relationship enforcement, and service operation. Both conceptual and empirical submissions (any methodological approach should be considered) are welcome. Please email the track chair with any questions at r.marvi@mdx.ac.uk.</p>			
11:45 - 12:30	Track 10	Artificial Intelligence, Machine Learning, Modelling, Analytics and Robotics Track Chair: Dr YiChuan Wang 	https://newcastleuniversity.zoom.us/j/86781258602
<p>Track 10: Artificial Intelligence, Machine Learning, Modelling, Analytics and Robotics This track welcomes any studies that investigate artificial intelligence (AI) from both technical perspectives and social behavioural perspectives and in all formats including empirical studies, design, theory, theoretical framework, case studies, and etc. Rather than simply viewing AI as systems with the goal of replicating and surpassing human intelligence, we encourage the scholars to study AI as a way of enhancing and augmenting human capabilities and explore the dynamic process and actors of AI development in various contexts. Topics could include AI for product innovation, marketing, knowledge creation, and sustainability, social and ethical issues in AI development and implementation, and AI-human hybrids. Please email the track chair, Dr. Yichuan Wang, with any questions at yichuan.wang@sheffield.ac.uk cc to marketingstrategyandpolicy@gmail.com</p>			
12:30 - 01:00	Lunch Break		
01:00 - 01:45	Track 11	Enterprise, Governance and Policy Track Chair: Dr Parth Patel 	https://newcastleuniversity.zoom.us/j/84518874615
<p>Track 11: The Enterprises, Governance and Policy track invites papers that shed contemporary insights into how small to medium-sized enterprises (SMEs), large-scale organisations and multinational enterprises function across various economic, social, political, legal, financial and cultural contexts including their internal and external governance, and the role that policy plays in their operations. Additionally, the track also invites papers on issues that deal with corporate governance and policy for startups. The track invites both, conceptual/theoretical and empirical submissions and would of interest to scholars doing work on organisation studies, corporate governance and ethics, management science and international business. Please email the track chair with any questions at parth.patel@aib.edu.au cc to marketingstrategyandpolicy@gmail.com.</p>			

01:45 - 02:30	Track 12	Transformative Marketing Track Chair: Dr Tana Licsandru		https://newcastleuniversity.zoom.us/j/83552364999
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Track 12: The Inclusive Marketing and Consumer Wellbeing track invites papers that explore whether and how marketing actions impact consumers' wellbeing, from a diversity, equity and inclusion (DEI) perspective. We welcome research that explores DEI across any marketing function (strategy, marketing communications, branding, product design, pricing etc.) and seek diverse perspectives on the meaning and practice of inclusive marketing. We also encourage submissions that address issues related to consumer stigma, vulnerability, marginalization and/or exclusion. Conceptual and empirical (any methodological approach) submissions are equally welcome. Please email the track chair with any questions at t.licsandru@qmul.ac.uk cc to marketingstrategyandpolicy@gmail.com


02:30 - 03:00	Coffee Break			
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03:00 - 03:45	Track13	Dr Etinder Singh		https://newcastleuniversity.zoom.us/j/82168465672
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Track 13: Relationship Strategy in a Technological Era The last couple of years have witnessed innovative and adaptive business marketing models to overcome the challenges associated with the pandemic. The field of relationship marketing has to rely mainly on the internet and technology during these times. This period marked a substantial rise in the application of convergent technologies in managing customer and business to business relationships. Over the years, not only the dynamics of business relationships have altered but thanks to the enhanced ability to use the latest state of the art technologies, businesses have come quite close to understand and meet customer expectations. The newer technologies are also of a great assist in generating customer insights and evaluating them for a better overall experience for the customer and for more effective customer relationship management. However the ever-changing landscape of evolving technologies be it automation, CRM solutions, blockchain technology and many more make it more challenging to understand the connection between new technology management and customer relationships. To further advance academic knowledge and guide managerial decision making, this tracks offers research scholars an opportunity to submit papers that review the growth, development and innovations in the field of relationship marketing in the technology driven times and to identify key research priorities and future direction for the relationship marketing. Please email the track chair with any questions at etinder.singh@gmail.com cc to marketingstrategyandpolicy@gmail.com

03:45 - 04:15	Keynote	Prof Kelley Martin		https://newcastleuniversity.zoom.us/j/82168465672
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04:15 - 05:00	Meet the editors	Prof. Naveen Donthu Journal of Business Research Prof. Fevzi Okumus International Journal of Contemporary Hospitality Management	 	https://newcastleuniversity.zoom.us/j/89441197447
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05:00 - 05:15	TARA Awards Vote Of Thanks	Closing Ceremony Dr Rama Kanungo		https://newcastleuniversity.zoom.us/j/82168465672
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Bye for now!				
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