



SIES College of Management Studies SIES School of Business Studies

5Th INTERNATIONAL MARKETING CONFERENCE



ABOUT SIESCOMS & SIESSBS

South India Education Society (SIES) - one of the oldest and a value-based educational trusts that manages several educational institutes in the city of Mumbai and Navi Mumbai. It is a progressive educational trust which has gained acclaim for its strong foundation of cultural values and ethos since its establishment at 1932. SIES College of Management Studies (SIESCOMS) offers flagship management courses such as Masters in Management Studies (MMS) and Masters in Computer Applications (MCA), whereas SIES School of Business Studies offers courses like Post Graduate Diploma in Management (PGDM) as well as vertical specific Post Graduate Diplomas in Pharmaceutical Management and Biotech Management. The PGDM program of SIESSBS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP which is one of the top accreditation bodies based in the USA. Although, SIESCOMS and SIESSBS are two different entities, the cultural values and the quality of education remains the same.



ABOUT CONFERENCE

International Marketing Conference (IMC) was conceived in 2016 with the objective of providing a platform for students, Industry, Researchers and Faculty to interact and deliberate on contemporary and futuristic topics in the area of Marketing. In keeping with this objective, SIESCOMS has so far organized 4 IMC's, each of which had a contemporary theme. These conferences attracted not only senior academicians from India and abroad, but also award winning speakers from the industry and researchers from leading institutions. In addition to this, the conferences also featured various competitions like Case study competition for students. Researchers presented their papers on contemporary areas within the broad theme of the conference and had the opportunity of winning cash prizes for best paper presentation. Each of the International Marketing Conferences held so far attracted not only great industry speakers, researchers, and delegates, but also collaborators in the form of leading companies as well as universities.

The 5th International Marketing Conference, scheduled on 12th March 2022 is yet another opportunity for you to participate as a speaker/presenter, researcher, delegate and collaborator.



INTERNATIONAL MARKETING CONFERENCE 2022



T H E M E SUSTAINABLE MARKETING PRACTICES IN UNCERTAIN TIMES



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