



PARTICIPATING RESEARCHERS

FROM **15** COUNTRIES

www.marketingconferences.co

INTERNATIONAL CONFERENCE
ON MARKETING

INSIGHT OF MARKETING

-Just beyond the knowledge and experience

- CHALLENGING ENVIRONMENT 2013



INVITATION

The environment creates many opportunities for marketers; creation of new services that exploit its power, new mechanisms for promotion and marketing tactics, and new channels for building relationships with suppliers, business partners, channel members and customers.

International Conference on Marketing (ICOM 2013) and Marketing Insight-2013, 19th & 20th February 2013 at the Galadari hotel in Colombo, Sri Lanka will look at Challenging Environment on Marketing.

On behalf of the International Conference on Marketing (ICOM 2013) Colombo, it is our pleasure to invite you to participate in the world's leading Marketing management conference and discussion. The ICOM 2013 and discussion forum provides a platform for explored and debated key issues and insights relating to the marketing environment. Both events attended by more than 30 researchers from over 15 nations and rich conference and discussion audience, the event presents an International Conference on Marketing - Challenging Environment 2013 involving all sectors from Political, Economic, Social, Technological, Environmental, and Legal & Ethical Challenges.

Due to a diverse and interesting program, "ICOM 2013" attendance has been grown significantly since its inception. More than 8 management professors & 10 management doctoral awarders are attending with their international experience and knowledge. Conference be part with professional discussion, "Marketing Insights"-Just beyond the knowledge and experience. This forum will participated by both academic researchers and industry expertise who representing more than 15 countries. This will make a platform to you share your knowledge and experience with international audience.

your participation as a sponsoring body may give you a opportunity to be a part of world class research conference and discussion. it will give you long lasting benefits just beyond the participation on that day as a sponsor. We urge you to contact us at your earliest convenience to ensure you receive the greatest level of exposure.

- Organizing Committee ICOM 2013



BACKGROUND OF CONFERENCE

The environment creates many opportunities for marketers; creation of new services that exploit its power, new mechanisms for promotion and marketing tactics, and new channels for building relationships with suppliers, business partners, channel members and customers. Indeed, the exploration of these positive elements associated with the integration of environment, marketing strategy represents potentially valuable contributions to marketing research. Papers investigating such issues are encouraged for submission.

PESTEEL factors

Environment poses new challenges, such as Political, Economic, Social Issues, Technological, Environmental, and Legal & Ethical (PESTEEL). Certainly, the Environment poses delicate to challenges for any company

that serves diverse markets, but particularly when those markets are at different stages of development.

Networking

The LBM and MAA joint Conference on ICOM 2013 offers a valuable opportunity to network with colleagues from many countries who share the same goals. Asia, Europe, Australia and Oceania, North America Region, Middle East researchers are come to share their knowledge with each other.

Publication Partners

Emerald insight, Scientific & Academic Publishing, International Journal of Asian Business and Information Management (IJABIM), International Journal of Innovations in Business, International Journal of Business and Emerging Markets, are work with us as

our core Supporting Journals & Publishing to research papers also digital library of the commons worked as our Official Digital Library

Sub topics

Considering above **PESTEEL** factors, below sub topics presents on conference,

Service Marketing, SME Marketing, Sales Management, Channel Management and Logistics, New Product Development, Brand Management, International Marketing, Customer Relationship Management, Sustainability and Green Marketing, Social Marketing, Marketing Communication (Online/Offline), Non Profit Marketing and Fundraising, etc



PROGRAM

ICOM 2013 - CHALLENGING ENVIRONMENT

Themes

There are 6 key themes that will run throughout the 2 day program, under key themes more than 20 sub-topics present:

1. Political Challenges
2. Economic Challenges
3. Social Challenges
4. Technological Challenges
5. Environmental Challenges
6. Legal & Ethical Challenges

INTERNATIONAL SCIENTIFIC COMMITTEE

- Prof. Patricia Ordóñez de Pablos (Spain)
- Dr. Jingyuan Zhao (Canada)
- Dr. Rajendra Kumar (UK)
- Dr. Jose Maria Álvarez Rodriguez (Spain)
- Prof. H. D. Karunaratna (Sri Lanka)
- Dr. Osman Khan (UK)
- Prof. Nerisa N. Paladan, D.B.A. (Philippines)

Keynote Speaker:

Prof. Uditha Liyanage - Postgraduate Institute of Management (PIM)

Chair:

Prof. Neville Waranakulasooriya - University of Sri Jayewardenepura

- Prof. Sampath Amarathunga (Sri Lanka)
- Prof. Anne Marie Bagadion (Philippines)
- Prof. Guia Olin (Philippines)
- Dr. Supathanish Termsnguanwong (Thailand)
- Dr. Sanjeev Verma (India)
- Dr. Satyendra Singh (Canada)
- Mr. Nalin Abesekara (Sri Lanka)



AUDIENCE

- ✓ Researchers
- ✓ Educators
- ✓ Top Managers (CEOs, CMOs, Vice-Presidents, Directors, GMs)
- ✓ Practitioners (Brand Specialists, Heads of Marketing)
- ✓ PhD students
- ✓ MBA / M.Sc. Students

VENUE

When: 19th – 20th February 2013

Venue: Galadari Hotel, Colombo, Sri Lanka

Time: 8.30am to 4.30pm

Conference Eve Dinner

Time: 7.00pm to 10.30pm on 19th February 2013

Venue: Cinnamon Grand Hotel

ICOM 2013 PRESENTERS DETAILS

Name	Country	Topic
Prof. Daniel Tixier	France	Themed Cruises: Niche, Growth Driver or Sales Argument? A Comparative Study of the Caribbean and the Mediterranean
Dr. Parowicz Izabella	Germany	Caring for the Historic Environment – Meeting a Social Marketing Challenge
Prof. Zoltan Veres	Hungary	Impact of Project-Based Capabilities on Choice and Risk
Ms. Kathrin Dudenhoeffer	Germany	Acceptance of Electric Vehicles in China and Germany – an Experimental Study with Test Drives
Dr. Hem Chandra, Dr.D.K.Sharma	India	Medical Tourism in India : Perspectives & Marketing Challenges
Ms. Kalina Mikołajczak-Degrauwe	Belgium	Do Marketing Strategies Encourage Compulsive Buying?

Prof. Trimbak B. Khalkar	India	Retail Marketing in India
Dr. Dilip.B.Shinde	India	CRM – The Effective Tool for Tourists Satisfaction
Prof. Róbert Štefko, Dr.Ladislav Suhányi	Slovak Republic	Marketing Management of the Universities and their Funding in the Conditions of Slovak Republic
Ms. M.R.K.N.Yatigamma	Sri Lanka	Postgraduate Students' Perceived E Learning Acceptance: Model Validation
Prof. Majeda Howaidee	Jordan	Potential Positive Impact of Ecotourism on Local Community of Jordan
Prof.Marek Prymon	Poland	On the Delineation Between Strategic Marketing and Strategic Management
Mr. Sabyasachi Dasgupta	India	'Responsibility in-Focus': Deconstructing "Corporate Social Responsibility" Concept
Mr. J W D Chaminda	Sri Lanka	Ethical Consumerism Manifested Through Five Precepts of Buddhism
Ms. Vasupradha Srikrishna	India	Evaluating a Marketing Theory From a Critical Theory Approach: Moving Beyond Political Marketing to the Realm of Critical Marketing
Ms. H.P.Samanthika.Gallage, Ms. H.K.Amarasinghe, Mr. D.T.Rathnayaka	Sri Lanka	Impact of Social Network Sites for the Choice of Sri Lanka as a Tourist Destination
Dr. Mohammad A Al-Hawari	UAE	What is a Matter to Loyalty? Quality or Sociability: A Practical Study Within the UAE Retail Banking Context
Mr. W.P.S. H. Tissera, Mr. H.M. A. Lakmal	Sri Lanka	Consumer Ethnocentric Tendencies in Sri Lankan Cosmetics Market; With Special Reference to Female Consumers in the Western Province
Dr. Chairy	Indonesia	Investigating the Surname Preferences in Personal Branding
Ms. Ham Marija	Croatia	Pricing Policy Management in the Context of Sustainability

		and Strengthening Environmental Awareness
Prof. Anne Marie F. Bagadion	Philippines	Innovative Retailing: Uplifting The Lives of Basic Ecclesial Community in Camarines Sur Philippines
Mr. Harendra Kariyawasam	Sri Lanka	Factors Distressing Adoption of Internet Banking among Sri Lankan Customers: Evidence From Colombo District
Mr. Saravana Jaikumar	India	Untangling the Complex Store Format Choice Behavior in India: an Exploratory Study
Ms. Elena Savinova	Russia	Architectural Visualization Market Research: the Applicability of Web-Based Surveys for Developing Cross-Cultural Marketing Mix.
Mr. A.M.G.S.Priyankara	Sri Lanka	Internet User's Attitude towards an Online Advertising on Hotel Booking, and its Impact on Purchase Intention
Mr. Petar Petrov	Bulgaria	Cause marketing – an approach towards corporate social responsibility in Bulgaria
Dr. Hector Bajac	Uruguay	Building a Brand'S Personality in an Emerging Country: is it Equally Important When Brands are Consumed Publicly and Privately?



BACKGROUND OF MARKETING INSIGHT

Marketing Insight -2013 just trying to develop international platform to all researchers and industry expertise to share their knowledge and experience. Most of the forum just limited to few speeches and end up with head count. "Marketing Insight - 2013" is hardly different from other existing program and this will come up with new concept call "beyond the knowledge and experience".

Program will attended by local and international researchers ,Marketing expertise from well recognized universities and professional bodies, industry expertise from local and international companies and other interested parties. Marketing Insight will make a audience to everyone to share their knowledge and experience beyond the geographical boundaries. Audience may motivated and guide by Pre Nominated committee and this will consist with world class expertise from both academic and industry sector.

Marketing Insight-2013, hardly trying to give motivation and encourage to local business committee by making international platform to share their knowledge and experience while creating rich mutual network among them.

You would share knowledge & experience with international marketing researchers and expertise.

Local business community bridging to international heights



AUDIENCE

- ✓ Researchers
- ✓ Educators
- ✓ Top Managers (CEOs, CMOs, Vice-Presidents, Directors, GMs)
- ✓ Practitioners (Brand Specialists, Heads of Marketing)
- ✓ PhD students
- ✓ MBA / M.Sc. Students

VENUE

When: 19th February 2013

Venue: Galadari Hotel, Colombo, Sri Lanka

Time: 3.00pm to 6.00pm

Conference Eve Dinner

Time: 7.00pm to 10.30pm on 19th February 2013

Venue: Cinnamon Grand Hotel

WHY SPONSOR?

Sponsoring the "ICOM 2013" presents an opportunity for stakeholders within the industry to highlight their commitment and support to this unique sector. It also allow your organization to:

- Extensive marketing opportunities and international exposure during the entire life of the event;
- Access to more than 20 influential and engaged delegates;
- To connect with leading industry professionals;
- The opportunity to unlock and share knowledge;
- To support attendance of leading professionals from developing countries



We ensure your brand exposure

Package has been developed to maximize exposure and activities for all sponsors and we are more than happy to tailor any of them to suit your required benefits and budget. All packages include:

- ✓ Promotional and branding opportunities
- ✓ Corporate networking
- ✓ Marketing opportunities

HOW TO PROMOTE YOU IN "ICOM 2013"

At the Conference

- **Networking with Conference Speakers**
Your representatives can network with key conference delegates to update their knowledge and understanding of your organization and services.
- **Distribution of Company Profile and Services or brand**
The conference kits can include the sponsoring companies' profiles and services.
- **Distribution of brand promotional materials**
The conference kits can include 4 brand promotional items
- **Display banners & display boards**
2 indoor banners positioned in high traffic areas (30" x 60")



Pre conference

After sign the sponsor agreement, we are publishing your brand name with our official web site, social pages, and other media campaign like press release, online pages, and blogs.

- www.marketingconferences.co
- www.facebook.com/Marketingconferences.co
- www.twitter.com/ICOM2013
- www.marketingconferences.blogspot.com

Also this is continues till conference end or our agreement cancel.

Post conference

Business research Forum;

The format of a research forum has two important characteristics. First, it makes easier to integrate several bodies of knowledge in order to conduct interdisciplinary studies. Second, it allows for an active participation of industry professionals and academic circles interested in the topic. Both industry professionals and academic circles work together to create relevant knowledge each other.

Publishing your brand name with our official web site, social pages, and other media campaign like press release, online pages, and blogs.



SPONSORSHIP PACKAGE

Rs.150, 000.00

Includes;

- ✓ Participate in 03 company representative to conference dinner & presentation events, those who are should be top level management.
 - Ex: CEO, MD, Director Board Member & Top Managers
- ✓ The ICOM 2013 Conference logos are featured more prominently on the back cover of the attendee binders.
- ✓ Your company logo will appear alongside the ICOM 2013 Conference logo and appear more prominently according to the sponsorship level on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters.
- ✓ Appropriate banners in the main conference rooms including the welcome reception, conference dinner, conference lunches and terminal room
- ✓ Provide appropriate banners in the conference registration area (including the welcome reception, conference dinner, conference lunches and terminal room)
- ✓ Opportunity to distribute your company's brochure and a gift / giveaway to be included in the attendee pack that is distributed to participants upon registration at the conference
- ✓ Additional Participant for Rs.20000.00



SPONSOR AGREEMENTS

Once we preferred sponsorship package has been negotiated, (unless otherwise not agreed mentioned amount on the sponsorship proposal).

The Agreement is to be signed and returned within the timeframe specified.

- **Sponsors Response**

It is the responsibility of sponsors to provide the materials listed in the package, once the commitment has been made.

Those companies which get the most out of their sponsorship are those who actively promote their presence at the conference and provide any required materials in a timely manner.

- **Sponsorship Cancellation Policy**

Sponsorship cancellations must be made in writing. In the event of withdrawal of your sponsorship booking, please be advised that unless that particular area of sponsorship is resold, the Conference will reserve the right to retain deposit monies received.

- **Disclaimer**

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Event Organiser (e.g. production of promotional material)

LEAP BUSINESS MANAGEMENT has right to amend these packages

Subject to change in the program format



PAYMENT & CONDITIONS

- ✓ In order to confirm your sponsorship, we will require the Sponsor Application form and fifty percent (50%) deposit payment to be forwarded by signed document.
- ✓ All prices listed are in Sri Lankan rupees and all payments must be made in Sri Lankan rupees.
- ✓ Bank cheques, direct transfers and credit card payments will be accepted.
- ✓ The balance payment will be required by 25th February 2013.
- ✓ Cheques should be made payable to "LEAP BUSINESS MANAGEMENT", and forwarded with completed form to: Leap Business Management, 243 1/3, Havelock road, Colombo 06.

Sponsorship Application ICOM 2013



SPONSORSHIP PACKAGE	Rs.100,000.00
Company Name	
Contact Person	
Email Address	
Postal Address	
Phone Number	
Fax Number	
Company Website	

Both parties are clear about all the above mention condition and written information.

Signed

The sponsor

Name

Designation

Signature

Date

The sponsee

Name

Designation

Signature

Date



PREVIOUS CONFERENCES DETAILS



Date & Venue: 14th & 15th December 2011 @ Grand Oriental Hotel

Scientists and experts in climate change and social issues were participated on International Conference on Climate Change & Social Issues (CCSI) 2011. More than 50 presenters from 15 countries,

CONTACT DETAILS

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