

The 5th International Conference on Marketing 2017

"Market Intelligence and Business Analytics: Beyond Market Research"

25th - 26th May 2017



Post Conference Report

Overview

The 5th International Conference on Marketing 2017 (ICOM 2017) was held from the 25th – 26th May, 2017 in Colombo, Sri Lanka. ICOM 2017 was hosted by University of Sri Jayewardenepura, Sri Lanka and the conference was organized by The International Institute of Knowledge Management (TIKM) Sri Lanka. Long Island University-Brooklyn, United States, Khon Kaen Business School, Faculty of Administration and Accountancy, Thailand, Chiang MICE The Intelligence Centre for Business Events in Chiang Mai enriched the conference as academic partners.

The Conference witnessed the participation of 15 participants representing 6 countries across the world. The countries include: Bangladesh, Finland, India, Sri Lanka, Turkey and United States.

Welcome address was delivered by the Program Chair

Mr. Isanka P. Gamage
Managing Director
The International Institute of Knowledge Management
(TIKM), Sri Lanka



Speech by the Conference Co - Chair

Prof. Sergius Koku
Florida Atlantic University
Boca Raton
Florida
United States



Keynote Speeches were delivered by,

Dr. Greg Sand
The Founder and Executive Director
GLOBALTEAM International Marketing Consultants, Inc
United States



Prof. Sergius Koku
Florida Atlantic University
Boca Raton
Florida
United States



Best Presentations

STUDENT BEST

T. H. Rathnayake
University of Sri Jayewardenepura,
Sri Lanka

“Relationship between Social Class and Facebook Addiction; With Special Reference to Facebook Users in Sri Lanka”



OVERALL BEST PRESENTATION

Anjan Kumar Swain
Indian Institute of Management Kozhikode
India



“Evaluating the Potential of the AHP Method for Buying Decisions on Shopping Goods”

DEFINING MOMENTS

PRESENTATIONS



CULTURAL SHOW



Organizers and Partners

Organizer



Hosting Partner



Academic Partners



Presentation Sharing Partner



Media Partner



Strategic Partner



Official Airline Partner



Event Partner



Tour Partner



SUCCESS STORY –ICOM 2017

