



Organized by
Sinhgad Technical Education Society's
Sinhgad Institute of Management
S. No. 44/1, Vadgaon (Bk.), Off Sinhgad Road,
Pune - 411041, Maharashtra
Telefax: +91-020-24356592



In association with



University of Pune

National Level Conference on Green Marketing and the World

9th-11th March, 2012

About the Conference

"Man is a complex being: he makes deserts bloom and let lakes die".

The production of goods and rendering of service has created many environmental issues and therefore, there are many approaches to how companies can market their eco-friendly offerings. Green marketing in the motto of 21st century organizations - it is a way to brand the marketing message in order to capture the mind share.

Green marketing also known as sustainable marketing, environmental marketing, green advertising, ecological marketing, organic marketing - consists of all the activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants with minimal detrimental impact on environment. The operational sustainability, green offerings, sustainable marketing and care for environment are some of the focus areas of Green Marketing.

The national conference on "Green Marketing and The World" aims at providing the platform to the researchers for intense discourse on various opportunities and issues involved in Green Marketing.

Speakers

Eminent Key speakers from academia as well as corporate sector shall be involved to further enhance value of the knowledge delivered and shared.

Sub-Themes

We invite authors from corporate sector and academia including executives, researchers and students to submit their original papers, articles, book reviews, dissertation extracts on following indicative sub-themes (but not limited to) for consideration and acceptance. Author Guidelines may please be followed for submission. Certificate/undertaking to originality of the content must be submitted by the author(s). Please refer our registration form / website for Author guidelines.

Introduction

- Era of Green Marketing
- Green Wash
- Factors affecting Green Marketing

Trends & Practices

Trends in Green Marketing
Cases in Green Marketing
Initiatives in Indian Industry
Global Practices

Consumer Attitudes

- Green Myopia
- Green Sentiments
- Impact of Green Marketing on Consumer Behaviour
- Consumers Awareness and Preferences
- Segmentation for Green Marketing
- Green Marketing Pricing Practices
- Distribution Strategies

Green Marketing Mix

- Green Offerings
- Product & Process Innovation
- Branding Considerations
- New Trends in Packaging
- Changes in Processes
- Delivery Considerations


Issues in Green Marketing

- Government Role
- NGO's Role
- Challenges in Green Marketing
- Corporate Social Responsibility
- Environmental considerations

Communicating Green

- Campaigning Green Messages through Social Media

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 <p>National Level Conference on "Green Marketing and The World" 9th-11th March 2012</p>	<p align="center">• REGISTRATION FORM •</p> <p>Name : _____</p> <p>Designation: _____</p> <p>Institute/Organization: _____</p> <p>Address for Correspondence: _____</p> <p>Ph./Mobile No.: _____</p> <p>e-mail: _____</p> <p>Registration Fee: Cash/DD for Rs.: _____</p> <p>DD/NEFT details</p> <p>DD/MUR No. _____ Amount: _____</p> <p>Name of Bank: _____</p> <p>Branch: _____</p> <p>IFS Code: _____</p> <p>(DD should be in favour of Sinhgad Institute of Management, payable at Pune)</p> <p>Place: _____ Date: _____</p> <p>Signature _____</p> <p>The Complete registration form in the prescribed format must reach the seminar co-ordinator alongwith DD/Registration Fees on or before 5th March, 2012 on the above mentioned address. Photocopy can be used, if required.</p>
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Who can Participate:

The conference is open for participation from Students, Research Scholars, Faculty Members and Corporate Delegates.

Submission Details:

Participants need to submit full paper in APA style. Soft Copy can be submitted directly on our email: gmc2012@siomsbr.org and exact Hard Copy may be submitted directly to the institute at the address given below along with registration form and fee. Also enclose an undertaking/certificate for originality of the content.

Last date for Submission: 8th March, 2012. Spot Registration permitted.

All papers shall be published and made available to participants through Conference Proceedings. The selective best papers shall be rewarded suitably and published in our institute's double blind peer reviewed Journal 'Sinhgad International Business Review' (ISSN-0974-0597). All accepted Papers shall become sole property of the SIOM.

Registration Fee:

Students	Rs. 300/- per head	The fee is inclusive of Conference Kit and Proceedings, Lunch, Tea & Snacks. The fee does not include any accommodation. (In case of multiple authors separate registration needs to be done for all authors)
Research Scholars,	Rs. 1000/- per head Academics	
Corporate Delegates	Rs. 2000/- per head	

Payment Mode:

Amount can be paid in the form of Bank Draft drawn on "Sinhgad Institute of Management" payable at Pune. Payment can also be deposited directly in our institute's bank account directly through National Electronic Fund Transfer (NEFT) directly to our bank account as per following details: Bank : Central Bank of India, STES Extn Branch, Pune – 411041. IFSCode: CBIN0010663. Account No.: 1136910032. Payment proof to be attached alongwith application.

CHIEF PATRONS

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For details refer website: www.sinhgad.edu

About the Institute

Sinhgad Institute of Management (SIOM), Pune is a constituent institute of Sinhgad Technical Education Society, Pune. Sinhgad Technical Education Society (STES), was established by Prof. M. N. Navale in 1993. STES has more than 70 different educational institutes comprising of Medical, Dental, Engineering, Management etc. SIOM is a premier management institute in the state of Maharashtra imparting quality education in management and a major facilitator in the area of research. It is located on a green hilltop conducive for teaching, learning and research. SIOM went on reaching the milestones in the field of management education and research and won the respect of students, academicians as well as industries. The high standard of education imparted at the institute in the fields of Management and Computer Applications has proved to be the lifeline for many successful careers.

For more details please visit - www.sinhgad.edu

Location and Connectivity

The Sinhgad Institutes Campus (comprises multiple institutions) is located off the Sinhgad Fort Road, atop a hill in Vadgaon Budruk, South-West of Pune. It has proximity to Mumbai - Bangalore Western Highway Bye-pass road. It is well connected by road to Bus stand (8-12 kms), Railway station (15 km) or Airport (23 kms). Most taxi and auto operators know it as 'Sinhgad College on the hill'.

Seminar Venue:

Sinhgad Institute Of Management,
STES campus, S. No. 44/1, Vadgaon (Bk.),
Off Sinhgad Road, Pune - 411041, Maharashtra,
Ph.: +91-020 24356592, Telefax: +91-020-24356592

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Guidelines for Paper Submission

Please submit softcopy of your abstracts and Papers at e-mail: gmc2012@siomsbr.org. All papers will be evaluated through a double blind review process consulted by drawing experts from Institutions/ Universities/ Organizations of repute. Authors should please note the following -

1. The papers should be based on original work not yet published, not exceeding 1000 words or 10 pages.
An abstract of 100 words should be included as a part of the paper along with 5 keywords.
2. Format for abstracts
Title of paper
Name/s of Author
Statement of problems
Core concept
Findings/ Practical implications
Conclusion
3. Authors' of the paper are hereby authorising the rights to edit, alter, modify, copy and make changes in the article submitted by them so as to make it suitable for publication.
Full paper to be submitted on or before 5th March 2012.
One hard copy and one soft copy should be submitted in A4 size, MS-Word format, Times New Roman Font with heading in font size 14 and the remaining text of size 12 with spacing 1.5 as a single file.
Heading (s) must be short, with a clear indication of the distinction between the hierarchy of headings.
4. All figures (charts, diagrams, etc.) and photographic images, if any should be submitted in both electronic form and as hard copy in originals. They should be numbered properly.
5. End Notes: all notes should be indicated by serial numbers in the text.
References:
Literature cited should be detailed under the reference in alphabetical order of the surnames followed by year of publications immediately after the authors name.
Journal references should be listed as follows: Sharma, G S, (2001). Capital Restructuring, Vikalpa, 26 (4), 3-18
Books should be referred to as follows: Mahendru, M K, (2002). Production and Operations Management, New Delhi: Kalvani Publishers.
References from Internet should be referred to as follows: Kapil, C., Marketing Millennium: Bringing two paradigms together, Nov. 2008; Price Water Coopers. www.pwc.com.
Manuscripts that do not conform to the requirements are subject to rejection.
6. A brief autobiographical note should be attached including full name, affiliation, full contact details, email address and a brief professional biography.
7. Participation should be confirmed on or before 5th March, 2012 by sending the completed Delegate Registration Form, along with Registration Fees.
8. Publication: Selected papers will be published in seminar Proceedings with ISBN No. and best papers will be published in peer review journal "SBR" having ISSN No. 0974-0579