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All payments are to be made in favour of the
"Research & Conference Cell" of the Institute
maintained in Bank of India at Patna, Bihar.

Submission Deadlines

Receipt of Abstract and Full Paper:
5th March 2022

Acceptance of Paper:
7th March 2022

Submission Guidelines

Font – Times New Roman
Font Size – 12
Spacing – 1.5
Words Limit – 1000 to 2000

You can send the Abstracts and Full papers
via e-mail to : mkt.conclave@ismpatna.ac.in

Follow the instructions to submit the full paper
as given in the acceptance mail.

Our editorial board will review all accepted and
presented papers for publication in Edited Book
by ISM Patna on additional Charges.

Registration Fee

Students : INR 300/-
Research Scholars : INR 500/-
Academician & Corporate Professional : INR 700/-

Registration Link:

<https://forms.gle/w9sMnk4VT7cwAVrh6>

For Any Queries

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Sarari-Usri Road, Khagaul, Danapur
District-Patna (Bihar) - 801105



Towards Excellence
ISM Patna

GREEN MARKETING

FROM INDIAN PERSPECTIVE

MARKETING CONCLAVE

2022

12th MARCH, 2022



Towards Excellence

ISM

P A T N A

BBA | BCA | BMC | B.Com (P) | PGDM | MBA

International School of Management, Patna

Sarari – Usri Road, Khagaul, Patna – 801105

About ISM Patna

It is one of the best private B-School in the state of Bihar, recognized and approved by AICTE, HRD Ministry, and Govt. of India. International School of Management, Patna, was established in the year 2010. The various undergraduate programs like BBA, BCA, BJMC & B.Com (Prof.) are affiliated to Aryabhata Knowledge University, Bihar. ISM is an institute of excellence in management, entrepreneurship, and other technical professional courses through its theoretical, interpretative, interactive and pragmatic approaches of teaching methodology imparted by skillful faculty members. Cherishing the vision of excellence in education, research and training, it has a mission to impart high-quality management and computer science education imparted by outstanding faculty members, instructors and continuous research. It creates a system that nurtures ideas to contribute to the nation-building process. Keeping up with the present globalized world has been instrumental in developing a new generation of professionals for a decade.

Theme Of The Conference

On this 51st year of Earth Day, ISM Patna is organizing a Marketing Conclave of "Green Marketing from Indian Perspective." The theme delegates both individuals and companies to their responsibilities towards Mother Earth. When humankind is trying to recover from the impact of a deadly pandemic, we should all try collectively to decrease our carbon footprint. With the help of technology, companies are putting their best foot forward to create a cleaner and greener environment. Through this conclave, we try to enlighten about these initiatives.

About the Conclave

The proposed National Conference on "Green Marketing from Indian Perspective (GMIP) 2022" provides a platform for researchers and professionals to share their research-based reports in various marketing domains like Services, Supply chain Production & Operation, Digital Marketing, etc., on new Green Marketing and its Perspectives in context to Indian Industries and Corporate

Please consider submitting your works to this conference. We are interested in various concepts from theory to practice, including case studies, works-in-progress, and conceptual explorations.

Join us on 12th March 2022 to explore, progress, and achieve knowledge bank related to various emerging trends in GMIP.

Objective

The objective of the Conclave is to provide a collaborative platform for Green Marketing fraternity from across the Country to share best practices and best research work as well as case studies and stories. It aims to provide a unique learning and networking platform for students to identify opportunities, issues, and challenges pertaining to Green Marketing in Indian Perspectives.

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Shri Samrendra Singh

Chairman, ISM Patna

Patrons:

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Vice-Chairman, ISM Patna

Mr. Amal Singh

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Director, ISM Patna

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Domain Leader, Dept.
of Marketing ISM Patna

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Retd. Sales Head, Voltas Limited
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Director, Creadda Marketing India Private
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