

Press Release

International Institute of Marketing Professionals Partners with SIMSR Global Marketing Conference.

Partnership showcases the accomplishments of marketing practitioners and academician from around the globe.

Toronto, Canada—September 19, 2012—The International Institute of Marketing Professionals (IIMP[®]) and K. J. Somaiya Institute of Management Studies & Research (SIMSR) are excited to announce their partnership at the SIMSR Global Marketing Conference January 4 & 5, 2013 in Mumbai, India. Both institutions are instrumental in promoting advancements made in the marketing profession and acknowledging how these advancements have impacted marketing practitioners/academia around the world and transformed the lives of consumers.

The theme of this year's conference is "Marketing Metamorphosis: Transforming Lives..Nurturing Lifestyles". The objectives of the event are to: review new age innovations in marketing, discuss how the role of marketers has changed from selling products and services to transforming lives and nurturing lifestyles, and to analyze, understand and develop strategies that capture existing marketing opportunities and generate new marketing opportunities in the ever changing consumer landscape.

The partnership forged between IIMP[®] and SIMSR offers participants who submit papers that win awards, additional visibility by being published in IIMP[®]'s scholarly International Journal of Marketing Principles and Practices (IJMPP[®]) read by marketing practitioners and academia around the world. The deadline to submit abstracts is September 28, 2012 then complete papers will be reviewed for acceptance later on.

"I am delighted to see that IIMP[®] has partnered with a prestigious SIMR Global Marketing Conference in order to appreciate marketing professionals by publishing their award winning papers with the International Journal of Marketing Principles and Practices (IJMPP). Correspondingly, we look forward to collaborate with other renowned Marketing congresses around the world," **says Nisar Butt, President and Chief Executive Officer of IIMP[®].**

"Partnership with IIMP[®] and the International Journal of Marketing Principles and Practices (IJMPP) has expanded our reach to the world. It would also give an opportunity to our esteemed conference participants in getting their selected papers published in an International Journal of repute. We look forward to a long-term association with your esteemed organisation and journal," **Says Prof. Dr. Satish Ailawadi, Director at K J Somaiya Institute of Management Studies & Research, Mumbai.**

The SIMSR Global Marketing Conference was created eight years ago for marketing academicians, practitioners, researchers and doctoral students. The conference is being organized in academic partnership with College of Business & Public Administration, California State University, San Bernardino, USA; and School of Management, Xiamen

University, China. Formerly known as SIMSR Asia Marketing Conference, it attracts over 150 attendees from around the globe. Marketing professionals and academia interested in participating should visit:

http://simsr.somaiya.edu/simsr/sgmc/category/Publication_Opportunities.html

About K. J. Somaiya Institute of Management Studies & Research (SIMSR)

Established in the year 1981, K.J. Somaiya Institute of Management Studies & Research (SIMSR) has been ranked 15th among the business schools of India (Business World dated June 25th, 2012). An Institute of excellence, SIMSR is part of the Somaiya Vidyavihar Trust which is among the biggest private educational trusts in India. SIMSR has academic affiliations with prominent business schools across the world, conducts research, has an active social cell, strong industry linkages and state of the art infrastructure. The Institute conducts Doctoral Programs in Management of the University of Mumbai and SNDT's Women's University, several full time and part time Masters / Post Graduate Programs in Management including PGDM EXEC program for Executives with 5 years experience.

The Institute conducts management development programs and undertakes consultancy assignments for corporates. It is setting up two Centers of Excellence in the areas of Business Research and Financial Markets, in which it will strive to undertake research in these areas and disseminate knowledge to practicing professionals and academicians. The Institute is increasing its focus on research and consultancy. The Institute's peer reviewed research journal "Business Perspectives and Research " and the SIMSR-Global Marketing Conference is continuously attracting better quality research papers from academicians and professionals from India and abroad.

The Institute is going through the process of international and NBA accreditation process, which is likely to be completed during the year. The Institute is also increasing its focus on socially relevant activities through its faculty and students, and endeavours to play a meaningful role in the fraternity of professional management education. The vision of the Institute is to be amongst the top 100 B-schools in the world by the year 2025.

About the International Institute of Marketing Professionals (IIMP®)

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMS) Board which represents the G-20 countries; the IAMS Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 158 countries and Advisory Council of Marketing Practitioners (ACMP).

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