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Sustainable Development as a Business Model—Editorial by Sandra Pedro



Last month a lot was written and discussed about climate changes as a result of the United Nations climate conference, which was held in Paris. Two hundred nations reached an agreement to pursue efforts to limit temperature increases resulting in reducing the risks and impacts of climate change. Now comes the hard part, to take effective action. This will only be possible if we all take part, both citizens and businesses.

The agreement is an important shift to reach the Sustainable Development Goals, launched by the United Nations last year. Countries will have to work on environmental frameworks and policies.

We all have to see this shift as an opportunity. Sustainable Development (that includes social, economic and environment realms) is a business model and many companies and entrepreneurs have already taken the first steps.

Before I go there, it is better to understand what Sustainable Development means. According to the Brundtland Report, Our Common Future (1987), "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Essentially, we need to work together in all realms for our well-being physically and psychologically, including future

generations. We need to have a holistic approach in business for growing opportunities that are already here to stay.

Consumer purchases have changed. Consumers are more informed and demanding with companies regarding their purpose, standards, behaviours and impact. Businesses are also changing. Realizing that their conduct is essential for their consumers to trust and engage, companies and universities view sustainable practices as new business opportunities.

Today it is possible to have sustainable buildings built with eco-friendly materials, electric vehicles, smart houses where energy consumption is managed according to our needs, bio and fair trade products (food and drinks, cosmetics, furniture, office stationary, etc.), eco-vacations, and much more. The market is changing and industries should adapt new business models, even if their long-term survival means radical operational alterations.

Social, economic and environmental sustainability opens a whole new world of opportunities for green marketing and communication for development. The first is to market products and services and the second is for behaviour and social changes. Both should work together for a more sustainable world. Commitment with consumers, communities and the environment is the new business model and we all have to take part in it.

Le Développement Durable comme Modèle d'Entreprise

Le mois dernier, beaucoup a été écrit et discuté au sujet du changement climatique à la suite de la conférence des Nations Unies sur le climat, qui s'est tenue à Paris. Deux cents nations sont parvenues à un accord visant à poursuivre les efforts pour limiter l'augmentation de la température entraînant la réduction des risques et des impacts du changement climatique. Maintenant la partie la plus difficile reste d'agir avec efficacité. Cela ne sera possible que si nous participons tous, citoyens et entreprises.

L'accord est une transition importante pour atteindre les Objectifs du Développement Durable, initiés par les Nations Unies l'an dernier. Les pays devront travailler sur les structures et les politiques environnementales.

Nous devons tous considérer ce changement comme une opportunité. Le Développement Durable (qui comprend les domaines sociaux, économiques et l'environnement) est un modèle d'entreprise. De nombreuses entreprises et entrepreneurs ont déjà franchi le premiers pas.

Avant d'aller plus loin, il est préférable de comprendre ce que signifie le développement durable. Selon le Rapport Brundtland, Our Common Future (1987), «Le développement durable est un développement qui répond aux besoins du présent sans compromettre la capacité des générations futures à satisfaire leurs propres besoins». Essentiellement, nous devons travailler ensemble dans tous les domaines pour notre bien-être physique et psychologique, y compris celui des générations futures. Nous avons besoin d'une approche holistique des affaires pour les oppor-

tunités croissantes qui sont déjà là pour rester.

Les achats des consommateurs ont changé. Les consommateurs sont plus informés et exigeants avec les entreprises au sujet de leurs objectifs, normes, comportements et impact. Les entreprises sont également en train de changer. Réalisant que leur conduite est essentielle pour que leurs consommateurs puissent accorder leur confiance et s'engager, les entreprises et les universités perçoivent des pratiques durables comme de nouvelles opportunités commerciales.

Aujourd'hui, il est possible d'avoir des bâtiments durables construits avec des matériaux respectueux de l'environnement, des véhicules électriques, des maisons intelligentes, où la consommation d'énergie est gérée selon nos besoins, des produits bio et issus du commerce équitable (aliments et boissons, cosmétiques, meubles, papeterie de bureau, etc.), éco-vacances, et bien plus encore. Le marché est en train de changer et les industries doivent adapter de nouveaux modèles d'affaires, même si leur survie à long terme implique des transformations opérationnelles radicales.

La durabilité sociale, économique et environnementale ouvre un tout nouveau monde de possibilités pour le marketing vert et la communication pour le développement. Le premier est la commercialisation des produits et services et le second est pour le comportement et les changements sociaux. Les deux doivent fonctionner ensemble pour un monde plus durable. L'engagement avec les consommateurs, les communautés et l'environnement est le nouveau modèle d'entreprise et nous devons tous à y prendre part.

IIMP® partners with Gro Pro 20/20 Event marketing leadership in service



The International Institute of Marketing Professionals (IIMP®) partners with Gro Pro 20/20 and event that gathers C-Suite Executives from sales and marketing leadership to discuss new market challenges and growth trends in today's business environment in service industry.

The International Institute of Marketing Professionals (IIMP®) partners with Gro Pro 20/20, gathering executive managers from diverse industries to discuss the evolving market conditions, growth trends and challenges in a rapidly changing business environment. The event takes place on 16th June, in New York City, United States of America.

The 2016 event themes include innovation-driving growth, navigating disruptive forces, technology, talent, competition, etc. Gro Pro 20/20 brings together senior executive leadership from law firms, finan-

cial institutions, accounting, management consulting and other professional services firms to discuss the myriad of trends and challenges disrupting these industries. This event offers a mix of panel sessions, case-studies, thought leader and roundtable discussions, and mock hypotheticals led by senior sales, marketing and business development executives.

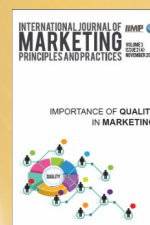
This is an event reserved for professional services executives responsible for crafting, deploying, communicating and managing elements of their firms' annual growth strategy across various national and international professional services industries with responsibility for: marketing, business development, sales, strategy, talent management, recruitment, client engagement, customer experience, big data & analytics, social media, digital and market innova-

Nisar Butt, President and CEO of IIMP®, stresses that: "Gro Pro 20/20 offers the opportunity to meet with the leading minds shaping the future of the professional services industry. It is a great opportunity for exchanging experiences and networking. The goal of IIMP® is to strengthen their members' network and reputation among marketing professionals. Therefore, being part of events such as this one is imperative."

Hassan Jaber, Chairperson Conference & Awards Committee of IIMP®, stated: "Having IIMP® at the Gro Pro 20/20 June 16th, 2016 reconfirms our interests to further add value to the executive discussions that potentially is shaping future industries, it's a great opportunity to connect with executives and establish networking links globally." For registration and more information about the Gro Pro 20/20 visit <http://gropro2020.com>.

CALL FOR RESEARCH PAPERS

INTERNATIONAL JOURNAL OF MARKETING PRINCIPLES AND PRACTICES



International Institute of Marketing Professionals cordially invites authors to submit their work and, in so doing, join our team of professional authors. We appreciate your input and look forward to sharing it with our readers world-wide.

The International Journal of Marketing Principles and Practices (IJMPP) is a high quality scholarly publication of leading and innovative information in the areas of marketing, which is envisioned to be a vital tool for the benefit of marketers worldwide; researchers and practitioners in the field. The IJMPP Journal's primary focus is enhancing the discipline of Marketing Management globally, providing robust & cutting edge marketing theory & practice, invigorating the field as an important organization orientation. The Journal is targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.

Explore further: www.theiimp.org/marketing-journal



MARKETING WORLD

REVIEW

Call for Papers for Premier Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine "MarketingWorld Review" to advance marketing professionals' knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its initial issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The initial issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed but pieces concentrating on the "Next Practices in the Era of Connected Marketing" are specifically encouraged.

The deadline for initial **submission to the first issue is January 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before February 12, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review

IIMP® partners with BBICC 2016 in Serbia CMMP® Collegiate Scholarship for winners



The International Institute of Marketing Professionals (IIMP®) partners the Belgrade Business International Case Competition 2016 (BBICC 2016) once again and offers a scholarship to enter the CMMP® program to the winning team.

Toronto, Canada—December 08, 2015 — The International Institute of Marketing Professionals (IIMP®) partners Belgrade the Business International Case Competition 2016 (BBICC 2016), the global undergraduate business case competition that will be held in Belgrade, Serbia, from 4th to 9th April 2016, by the University of Belgrade. For the third year, the winning team will be awarded with a collegiate scholarship to enter the Certified Marketing Management Professional program (CMMP®).

This competition represents a unique oppor-

tunity for international business schools to participate in the first Southeastern Europe case study competition. In 2016, Belgrade will host again teams of undergraduate students from 16 universities around the world that will compete solving o solve a real business problem with innovative ideas. Last years' competition winner was the team from Hong Kong university.

Mr. Nisar Butt, President and CEO of IIMP®, said: "IIMP® partners with BBICC almost since its foundation and we are very proud to be part of this amazing competition, not only for the opportunity to join teams from around the world, but also for the valued knowledge in these type of initiatives. The winners of this hard competition will be awarded with a scholarship to enter the Certified Marketing Management Professional

program (CMMP®), which is another sign of its role distinguishing marketing professionals worldwide."

The competition is organized by the Faculty of Organizational Sciences of University of Belgrade, which deals with education, scientific research and consultancy through development of knowledge and skills in management, information systems and technology with aim to enable future professionals to develop potentials of commerce and society. It is one of the leading higher education institutions in the region and research institution in the field of organizational sciences, management, informational systems and technologies. Faculty today has over 3500 students on 18 different study programs on undergraduate, graduate and postgraduate level of studies.

IIMP® grants CMMP® Scholarship for Researchers to the Winners of the IICC - 2015



The International Institute of Marketing Professionals (IIMP®) grants CMMP® Scholarship for Researchers to the winners of the International Case Conference held by the ICBM - School of Business Excellence, in India.

The International Institute of Marketing Professionals (IIMP®) awards CMMP® Scholarship for Researchers to the winners of the ICBM's International Case Conference (IICC) 2015. The conference was organized by ICBM - School of Business Excellence, Hyderabad, India in association with Accreditation Council for Business Schools and Programs (ACBSP), USA; Academy of Management Professionals (AMP), India and The International Institute of Marketing Professionals (IIMP), Canada on December 05, 2015.

Mr. Sandeep Chatterjee, Associate Director of the KPMG India, is the winner of the IICC 2015, followed by the Ms. Alka Pinto and Dr. B Balaji, both from Bharathiar University, Coimbatore, as winners of the first runner up and Prof. Srinivas Gunta, from IIM, Indore, as winner of the second runner up. Mr. Shubhankar Kumar and Ms. Jeyta, from Amity University, Noida, win student category and Dr. Sujit Kumar Patra, from BIMTECH, Bhubaneswar, win consolation prize.

All winners have the opportunity to enter

the CMMP® program in order to acquire the CMMP® designation, international certification of marketing management that highlights holders' deep skills, knowledge and ethics within marketing profession. CMMP® designation has diverse categories, according to academic background and professional experience of candidates: associate, manager, executive and chartered.

The IICC 2015 gathered professionals and academics presenting case studies on business subjects, namely sales and marketing. IICC offers a platform to managers, academicians, case authors and students to showcase emerging practices in business and management and an exchange of ideas.

Nisar Butt, President and Chief Executive Officer of IIMP®, said: "IIMP® welcomes the winner of the IICC 2015 who contributed great knowledge on business and marketing subjects. The case studies presented at the IICC 2015 were examples on management and problem-solving best practices."

Dr. Kunal Gaurav, Associate Dean (Strategic Research) of ICBM-School of Business Excellence, Hyderabad & The Convener of IICC 2015, said: "IICC 2015 has proved itself to be one of the most credible platforms for knowledge creation



and exchange with respect to the management domain. The various cases presented at the ICBM's International Case Conference 2015 very well captured the emerging trends in Business and demonstrated the strategies adopted by management to solve problems in today's VUCA (volatile, uncertain, complex and ambiguous) World."



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Success Stories of CMMP designation holders



Ahmad Abdulghani, PMP, MAIBM, CMMP (Executive)
Marketing Sr. Manager, Business and Consumer Segments
MTN
Amman, Jordan

“As part of continues professional and personal development plans, I have acquired the Certified Marketing Management Professional designation in executive level with high distinction.

Throughout 6 months, I had the chance to gain benefits from the CMMP handbook that provided insights and standards and it’s source of inspiration from marketing professionals within the field. It is an honor to be part of a highly recognized organization which provides excellence in marketing profession”.



Justin Evenden, BComm., CMMP (Associate)
Marketing Associate
Manitoba Hydro Telecom, a division of Manitoba Hydro International Ltd.
Winnipeg, Manitoba, Canada

“Being part of the IIMP and completing the Associate CMMP designation is a good step in my Marketing career. The Associate CMMP designation is a refresher for any Marketing professional, or an introduction for people new to Marketing. The topics are relevant to the current marketing landscape, and the workload is manageable with all the other commitments in your life.”



Join our Team!

IIMP® is looking for Regional Public Relations professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and lets us discover more about marketing in your country. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

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- Member, Conference and Awards Committee
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VOLUNTEERS NEEDED for Conference Planning

The Conference and Awards Committee at IIMP would like form a new team with a mandate to plan and organize IIMP's first global conference to take place in Canada.



Regardless of your geographical location, you can help by contributing virtually to this vital project.

Please click on the link to view current team members of the Conference and Awards Committee:
<http://www.theiimp.org/conferences-and-awards-committee/>

If you are interested in becoming a part of this team, we like to hear from you: hr@theiimp.org