



## **IIMP® becomes a knowledge partner for “New Age Customer Centric Marketing” Conference**

***The International Institute of Marketing Professionals (IIMP®) becomes a knowledge partner for Conference on “New Age Customer Centric Marketing”, hosted by the K. J. Somaiya Institute of Management Studies & Research, on February 2017, in Mumbai, India.***

**Toronto, Canada - July 26, 2016** — The International Institute of Marketing Professionals (IIMP®) partners with the K. J. Somaiya Institute of Management Studies & Research for hosting its 12<sup>th</sup> conference - “New Age Customer Centric Marketing” - that will take place on February 8<sup>th</sup> to 10<sup>th</sup>, in Mumbai, India, along with the College of Business & Public Administration, of the University of California (USA).

Nisar Butt, president and CEO of the IIMP®, was invited to be a member of the Advisory Board of the conference for reviewing abstracts and award the best research papers. The conference comprises round tables and workshops on marketing, presentations of research papers and panel discussion on customer marketing.

**Mr. Nisar Butt, President and CEO of IIMP®,** stresses: *“Is with great pleasure and consideration that I accepted the invitation of the K. J. Somaiya Institute of Management Studies & Research to be part of the Advisory Board for this amazing conference, that gathers marketing researchers and practitioners from around the world. Marketing is going through great transformations and share knowledge and skill is the best way to keep up with the latest innovations. ”*

K J Somaiya Institute of Management Studies and Research is ranked among the top 20 Business Schools and conducts Doctoral programmes in Management, full time and part time Masters Degree and Post Graduate Programmes in Management, affiliated to the University of Mumbai, India.

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**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™ (IAMST) Board which represents the G-20 countries; the IAMST 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 IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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