

# Academy of Business & Retail Management (ABRM)

Doctoral colloquium on Customer Relationship Management (CRM) & Retailing

3<sup>rd</sup> February 2012,

Le Meridien Hotel, Pune, India

[www.abrmr.com](http://www.abrmr.com)

## Overview

Academy of Business & Retail Management is delighted to announce that it will be holding a colloquium for doctoral students in Customer Relationships Management (CRM) & Retailing at Le Méridien Pune on 3<sup>rd</sup> February 2012. The colloquium provides an opportunity for doctoral students and researchers in the field of CRM & Retailing to present and discuss their research ideas and problems and to build a strong network of management researchers. Students will discuss their work with their fellow students and with specialist track faculty, who are renowned experts in the field. Doctoral students in different stages of their dissertation process can apply for participation in the doctoral colloquium. Conducted in a spirit of method, integrity and camaraderie the colloquium will provide a robust environment in which to present papers for scrutiny.

The doctoral colloquium will afford doctoral students with the opportunity to present their work to senior faculty and one another in an environment that allows for candour, constructive criticism and the fullest of intellectual exchanges. Students will receive feedback on their dissertation and or current research from participating faculty and their peers. The colloquium is beneficial as it helps student by challenging their thinking about their dissertation topics, allowing them to share the issues that they have faced in their specific area of inquiry and strengthening their publication records and job prospects.

## Objectives of the colloquium

- To enable attendees to have a better appreciation of expectations
- To equip students with key skills to enable them to tailor their research and writing to the task in hand
- To provide an intellectually challenging and yet support environment
- To allow participants to gain valuable insights from CRM & Retail specialists
- To foster robust discussion and provide academic scaffolding with regards to cross-questioning and analysis

## Who should attend?

- Students who are enrolled in any full time Fellow/PhD/M. Phil programme and are focusing on CRM and retailing are eligible to participate in this Doctoral Colloquium.

- Any students are planning to enrol onto a Doctoral programme and already has acquired substantial research underpinning also eligible to attend the colloquium.

### **Method of conducting the colloquium**

The colloquium will be conducted in a generally informal and interactive manner. Each student participating in the doctoral colloquium will give a brief, informal introduction of their research to the group of faculty mentors and fellow participants. Both faculty and other doctoral student participants will provide feedback. Discussion is both welcome and encouraged.

The feedback given will be geared toward helping student participants understand and articulate the following:

- How their work is positioned in the field of CRM and Retail research.
- Methods of research and analysis are appropriately chosen and applied.
- How they have dealt with the particular methodological issues that have arisen in their inquiry.
- Whether topics are adequately focused for dissertation research projects.
- Where appropriate, implications of their research findings for teaching, learning

As interdisciplinary researchers, students will be required to develop the skills of explaining the significance of their research to very disparate audiences. The colloquium will afford some opportunity for general discussion concerning issues, such as rapid reading, how to publish and present your research in academic journals and conference proceedings, technical writing, and of course interviewing techniques.

### **Colloquium application process and selection criteria**

Student participants in the doctoral colloquium will be selected by a faculty review committee all of whom are renowned in their field and are drawn from a range of academic institutions around the world. Committee members will make their decisions based on the following materials:

- Participants need to submit an extended abstract of their work not exceeding 1000 words
  - A CV
  - A statement of affirmation that the student can meet the following participation requirements.
- i) Supply questions in advance that they would like to ask of doctoral colloquium mentors. Attendees are encouraged to submit relevant topics they would like to discuss.

- ii) Supply extended abstract and research statement will be published in the conference proceedings "The Business & Management Review".
- iii) Are prepared to attend at least one day of the conference to gain a valuable insight into the way and which leading academics present their papers.

*Students' doctoral colloquium applications will be evaluated for acceptance according to the following criteria:*

- The central theme of the research in or around CRM, customer loyalty, trust, bond, retailing, branding etc.
- Research description must have clear research question(s), hypotheses, and methodology used and details on data collection. Papers with some preliminary results are preferred but not necessary.
- Priority will be given to those students who have not attended a previous colloquium.
- Students are at their 1<sup>st</sup> or 2<sup>nd</sup> year will be given more priority

**Chair:**

Professor Omar Ogenyi, University of Hertfordshire, UK

**Programme Committee members:**

**Prof. G. Dixon**, Manchester Metropolitan University, UK

**Prof. Pratik R Banerjee**, Managing Editor, JBRMR

(Formerly professor at the Indian Institute of Management, Lucknow, India)

**Dr. P. R. Datta**, London College of Management Studies, UK

**Dr. Charles Blankson**, College of Business administration, University of Texas, USA

**Dr. Sudaporn Sawmong**, Business School, Eastern Asian University, Thailand

**Dr. John Dung-Gwom**, University of Jos, Nigeria

**Professor A.C.Pandey**, H.N.B Garhwal Central University, Srinagar, India

**Professor Gairik Das**, IISWBM, Kolkata, India

**Important Dates**

**Draft submission deadline:** 30<sup>th</sup> December 2011

**Final paper submission deadline:** 7<sup>th</sup> January 2012

**Publication release:** 1<sup>st</sup> February 2012

**Submission**

Doctoral students are invited to submit an extended abstract no more than 1000 words or research proposals within the broad scope of the colloquium. All submitted abstract will be double blind reviewed for consideration in the colloquium and will be scrutinised by the programme committee.

Papers should be submitted to the Editor-in-chief electronically through the online system as e-mail attachment to [editor@abrmr.com](mailto:editor@abrmr.com)

### **Registration**

Each participant is required to pay the registration fee as given below. This cover collaquium attendance, copy of special edition of ROGE proceedings, (The Business & Management Review) Breakfast & Lunch for the presentation day and evening tea.

<b>Category</b>	<b>Registration (on or before 10<sup>th</sup> Jan 2012)</b>	<b>Registration (after 10<sup>th</sup> Jan 2012)</b>
Participants from Academic Institutions(India & SAARC countries)	£100	£150
Foreign participants (other than SAARC countries)	£295	£350

If participants want to attend the conference on the 1<sup>st</sup> and 2<sup>nd</sup> February 2012 an extra cost of £50 will be charged which will cover the attendance, lunch for two days, tea/coffee.

No paper to be accepted after 07<sup>th</sup> January 2012

For more information, please visit the website at [www.abrmr.com](http://www.abrmr.com) or E-mail us: [editor@abrmr.com](mailto:editor@abrmr.com)