
Pre-conference workshop: imarc-V

From International Marketing Conf <imconf@iimshillong.ac.in>

Date Sun 12/14/2025 2:04 PM

To Chiang Mai University Business School <cmubs@cmu.ac.th>

Dear Sir/Ma'am,

Greetings from **iMarC-V, IIM Shillong!**

We are pleased to invite you to participate in the **Pre-Conference Workshops** of the **5th International Marketing Conference (iMarC-V)**, scheduled to take place on **January 19–20, 2026** in **online mode**, preceding the main conference on **January 21–22, 2026**.

The pre-conference workshops are designed to provide participants with intensive, hands-on learning and in-depth insights into contemporary research methods, emerging themes, and practical tools in the field of marketing and allied areas of social science. These sessions will be conducted by distinguished academicians and industry experts, offering an excellent opportunity for skill enhancement, academic engagement, and meaningful interaction.

Participation in the pre-conference workshops requires a **separate registration fee of INR 1000** (exclusive of tax).

Date	Facilitator	Topic
19 th January 2026	Prof. Sanjit Roy, Professor of Marketing and Service Science, Edith Cowan University	The transformative impact of AI on academic research
	Prof. Roberto Cerchione, Professor of Business Management, University of Naples Parthenope	Academic Writing
20 th January 2026	Prof. Sai Chittaranjan Kalubandi, Assistant Professor, Strategy, Indian Institute of Management Bangalore	Meta-analysis
	Prof. Sushant Kumar, Assistant Professor, Marketing Management, Indian Institute of Management Lucknow	Mixed research methods

We strongly encourage all conference participants, research scholars, faculty members, and practitioners to take advantage of this enriching academic opportunity.

The link for the pre-conference registration payment is attached here: [Pre-conference registration link](#)

After successfully paying the registration fees for the pre-conference, drop a mail attaching the payment slip to imconf@iimshillong.ac.in

It is mandatory to fill this form after payment and mail, [pre-conference post-payment form](#)

Links for the online pre-conference workshops will be shared with the enrolled participants at their registered email addresses in due course.

We look forward to your active participation.

Regards,
Team iMarC-V

