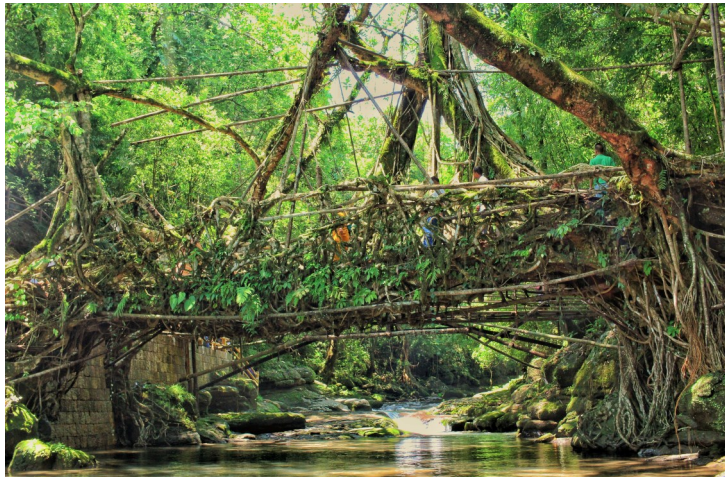


GHTC-2022



GLOBAL HOSPITALITY AND TOURISM CONFERENCE ON CONTEMPORARY MARKETING PARADIGMS



CONFERENCE DATES
JULY 27, 28 & 29, 2022

A HYBRID EVENT



ORGANIZED BY

CMS, North - Eastern Regional Institute of Science and Technology, Nirjuli (A.P.)
and

DTHM, North-Eastern Hill University, Shillong (Meghalaya)



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[ABOUT THE CONFERENCE]

Today, marketing is not simply a business function rather it's a philosophy, a way of thinking and way of sailing a business in the vibrant market place. Marketing offers complex experiences and services to its customers in a very competitive and global marketplace. The marketers deal with issues relating to identification of target market / consumers, adopt suitable strategies to promote the product and finally to ensure customer value, satisfaction and loyalty from this consumption. Therefore, marketer must have the sense to satisfy consumer needs, contribute in developing products / services that provide superior values and distributing them effectively. The tourism and hospitality products, because of its unique intrinsic qualities are difficult to promote to the potential consumers. In the current marketing context, a new marketing paradigm has evolved where there was once division between marketing and IT teams now there is unity. Where technology once struggled to meet marketing objectives without clear attribution, now it's deployed to support business goals with rich analytics. This is a time period where the role "marketing" is being redefined faster than most organizations can respond.

The current a one-on-one world with a personalized touch and experience with customers helps in achieving this new marketing paradigm and also face the challenges. The new marketing practices use current digital technology platforms to sustain and grow in the market. World-class organizations achieving this new paradigm are taking a unique approach. They are creating incremental transitions from their data warehouse with The Customer Data Platform, BI tools, advanced AI and analytics etc.

[CONFERENCE COVERAGE]

The GHTC-2022 is proposed to cover following themes of "Contemporary Marketing Paradigms" but not limited to:

- Advertising and IMC
- Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR)
- Big Data, Marketing Analytics and Research Methods
- B-B Marketing
- Branding and Brand Management
- Block chain, Internet of Things (IoTs) and Marketing
- Consumer behavior
- Consumers in the Age of the Internet
- Digital Marketing
- Diversity and other allied areas Inclusion
- Ethical Marketing
- Green Marketing
- Marketing in cross-cultural and multicultural contexts
- Marketing Pedagogy and Education
- Marketing Strategy
- Mobile Marketing
- Public Policy, Sustainability and Social Responsibility
- Retailing and Omni-Channel
- Rural Marketing
- Services Marketing
- Social Media Marketing
- Sustainable Marketing
- Travel, Tourism and Hospitality Marketing
- Marketing implications of above in relation to North - East India Tourism



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NORTH EASTERN REGIONAL INSTITUTE OF SCIENCE AND TECHNOLOGY



North Eastern Regional Institute of Science and Technology (or NERIST) is a science and technology oriented higher education institute in Nirjuli, Itanagar, in the Indian state of Arunachal Pradesh. Established in 1984, it is a deemed-to-be-university, autonomous, fully funded and controlled by the Ministry of Education, Government of India (formally MHRD). The institute is managed by a Board of Management, comprising representatives of the Ministry of Education, the eight beneficiary states of the North Eastern region, AICTE and educationists. The state governor of Arunachal Pradesh is the de facto head of the highest body, NERIST Society, which consists of education ministers of all North Eastern States. The Board of Management is headed by the Chairman.

NORTH-EASTERN HILL UNIVERSITY, SHILLONG

North-Eastern Hill University (NEHU) was set up by an Act of Parliament of India and notified on 19th July 1973 with the primary objectives to disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit; to pay special attention to the improvement of the socio-economic conditions and welfare of the people of the hill areas of the North-Eastern region of India and, in particular, their intellectual, academic and cultural advancement.



NEHU is headquartered in Shillong, the administrative capital of Meghalaya (India). The university has a tag of 'university with potential for excellence' and has been reaccredited by NAAC as 'A' grade in the year 2017. The university has several under-graduate and post-graduate departments and many colleges affiliated to it.

CHIEF PATRON: Prof. H.S. Yadav,
Director, NERIST, Nirjuli, Arunachal Pradesh

PATRONS: 1. Prof. R. M. Pant, CMS, NERIST, Nirjuli, Arunachal Pradesh
2. Prof. Sarsing Gao, Dean Academic, NERIST, Nirjuli, Arunachal Pradesh

GHTC-2022 CHAIR: Dr. Bijoylaxmi Sarmah, Head, CMS, NERIST, Nirjuli, Arunachal Pradesh

**GHTC-2022
Organizing
Committee**

CHIEF PATRON: Prof. Prabha Shankar Shukla, Hon'ble Vice-Chancellor, NEHU, Shillong (Meghalaya)

PATRON: Prof. A.P. Pati, Dean, School of Economics, Management and Information Science, NEHU, Shillong (Meghalaya)

GHTC-2022 CHAIR: Dr. Saurabh Kumar Dixit, Head, Department of Tourism and Hotel Management, NEHU, Shillong (Meghalaya)



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CALL FOR PAPERS

Authors willing to present paper in the conference are required to forward an abstract that essentially provide a brief outline of the paper. Selected academic contributions addressing one or more of the themes of the conference will be presented during plenary and parallel sessions. Abstract of the research paper should be limited to 400 words with 5 keywords. Abstracts must include: title; author (s); affiliations; a summary of the research aims; approach and key arguments / findings. Submitted abstracts will be scrutinized by a committee of experts and contributors will be intimated to submit the full length paper. Submit your abstract at ghtconference@gmail.com. The selected full length papers will be considered for publication in the ISBN numbered volume to be published from reputed publisher.

IMPORTANT DATES:

Abstract Submission

April 30, 2022

Acceptance

May 15, 2022

Registration

July 15, 2022

Conference

July 27-29, 2022

REGISTRATION DETAILS AND CONFERENCE FEES

The registration fee will include:

- Conference materials
- Access to all sessions,
- Conference refreshments
- Sharing based accommodated in the NERIST guest house. (Event days only)
- Any additional services are chargeable based on availability. E.g. Extra stay, Transportation service, Accompanying person etc

PAYMENT DETAILS:

Account Number: 11263975103

A/C Name: Project Nerist

Bank: State Bank of India

Address: SBI NERIST Campus, Nirjuli, Arunachal Pradesh

IFSC Code: SBIN0018744

MICR Code: 791002008

SWIFT CODE: SBININBB

Delegate Types	Nature of	Physical/Hybrid	Online only
Indian Delegates	Faculty Members and Industry Practitioners	Rs. 1500/-	Rs. 500/-
	Research Scholars and PG Students	Rs. 1000/-	Rs. 300/-
	Accompanying Person	Rs. 500/-	-
Foreign Delegates	Faculty Members and Industry Practitioners	US\$ 100/-	NIL
	Research Scholars and PG Students	US\$ 50/-	NIL
	Accompanying Person	US\$ 50/-	-
Local	From NERIST & NEHU	Rs. 1000/-	

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NEARBY TOURIST ATTRACTIONS

The conference will provide a opportunity to explore the paradise unexplored.

Make the trip a memorable one along with knowledge sharing while exploring the North-East India, the preserved culture, indigenous life style and more over a healthy environment.

HOW TO REACH NERIST

The North- Eastern Regional Institute of Science and Technology is beautifully located at Nirjuli on foothills in the Eastern Himalaya. Nirjuli is about 363 KM from Guwahati Airport and 160 KM from Dibrugarh Airport (Assam). Lilabari (Assam) is the nearest airport (67 KM). After reaching Guwahati airport / Railway station, one may hire a taxi / deluxe bus / train to reach Nirjuli and Bus and Taxi will directly drop you on campus and while reaching by train you can hire taxi to reach NERIST campus. There is daily overnight bus from Guwahati (Assam) to Nirjuli (NERIST). Naharlagun (18 KM) and North Lakhimpur (60 KM) are the nearest railway stations.

When you enter Arunachal Pradesh at Banderdewa, all the passengers have to get off the bus for checking permit. The Delegate/ Participant has just show them the letter of acceptance. There, tell the bus driver that you have to get off at NERIST. It will be about half an hour journey from there to NERIST. You will get off right in front of the main gate.

Tourist Spots	Distance (Km)	Location
JLN State Museum	30 km	Itanagar
Ita Fort	30 km	Itanagar
Buddha Temple	30 km	Itanagar
Zoological Park	83 km	Itanagar
Indira Gandhi Park	30 km	Itanagar
Ganga Lake	85 km	Itanagar
Ziro	95 km	Lower Subansiri
Tawang	469 km	Tawang district
Kaziranga National Park	233 km	Assam

GHTC-2022 CHAIR

Dr. Bijoylaxmi Sarmah, Head, Centre for Management Studies, North-Eastern Regional Institute of Science & Technology (NERIST), Nirjuli, Dist: Papumpare, Arunachal Pradesh (India) **Mobile:** +91-8787697513

Dr. Saurabh Kumar Dixit, Head, Department of Tourism & Hotel Management, North - Eastern Hill University, Shillong, Meghalaya (India) **Mobile:** +91-9436565964

Conference Email: ghtconference@gmail.com

CONFERENCE WEBSITE

www.ghconference.org

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