Contemporary Trends in Consumer Behavior and Marketing
Award: Lalita Ajay Manrai Best Marketing Paper (INR 10,000)

Track Chairs

1. A distinguished academic and business leader, **Dr. S. Arunachalam** brings over 16 years of international experience across academia and industry, having held leadership roles at renowned organizations such as Godrej Industries and Tata Consultancy Services. A widely published scholar, Dr. Arunachalam's research has appeared in leading academic journals, including the Journal of Marketing Research (JMR), Journal of International Business Studies (JIBS), Production and Operations Management (POMS) and the Journal of the Academy of Marketing Science (JAMS) to name a few. He is also an Associate Editor (AE) at the Journal of Business Research and on the ERB of JAMS. His involvement with advisory boards of innovative startups further highlights his strong ties to the evolving business landscape.

2. **Dr. Pradeep Racherla** is Associate Dean, Director of Undergraduate Programs, and Professor of Marketing at the School of Management, Mahindra University. A recognized expert in digital transformation and digital marketing, he collaborates with multinational firms and start- ups in India and the U.S. He also serves as an empanelled visiting professor for EMBA and executive education programs at ISB and SPJain (Dubai/Singapore). Previously, he was Director of PG Programs and a founding member of Woxsen School of Business (now Woxsen University). He holds a PhD in Business Administration from the Fox School of Business, Temple University. His expertise has been sought by leading organizations, including Pepsi India, Nestlé, Diageo-USL, Mahindra Lifespaces, and Royal Enfield. With over 4,500 citations, his research has appeared in leading FT50 and ABDC A journals and has earned multiple awards for both research and teaching.

Call for Papers

The *Contemporary Trends in Consumer Behavior and Marketing* track invites submissions from academics, doctoral scholars, and industry practitioners that examine the theoretical and empirical aspects of how markets, firms, and consumers interact in a digitally mediated world. Contemporary marketing scholarship highlights several convergent priorities: the centrality of AI and analytics for decision-making; the tension between personalization and privacy/trust; the changing role of platforms, creators, and networks in shaping demand; and the growing importance of purpose and sustainability as drivers of consumer choice.

We seek work that interrogates both the opportunities and the frictions created by data, platforms, and automation—especially studies that balance methodological rigor with managerial relevance. We welcome submissions that move beyond descriptive accounts to offer explanations, boundary conditions, and actionable implications for marketers and policymakers Both conceptual and empirical studies using traditional and novel methods (e.g., field experiments, large-scale digital data, machine learning, mixed methods) are encouraged.

Indicative topics include, but are not limited to, AI-enabled marketing and automation; Data-driven decision making & advanced measurement; Personalization, privacy, and trust; Platform and creator economies (influencers, algorithms, marketplaces); Sustainability, purpose-driven marketing, and ethical consumption; Ethics, fairness, and algorithmic accountability in marketing; Emerging media and immersive experiences (VR/AR/metaverse); Methodological innovations in marketing research; Cross-cultural and global marketing dynamics; and Emerging trends in retail and omnichannel marketing.