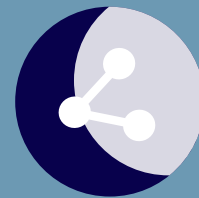


MEDIA & ENTERTAINMENT DISRUPTIONS AND BEYOND



C O N T E N T • C O N S U M E R S • C O N N E C T I O N S



MICA is delighted to announce its 5th International Communication Management Conference (ICMC) on 'Media & Entertainment Disruptions and Beyond' to be held at MICA, Ahmedabad, India from 11 to 13 January, 2018.

The overarching objective of the conference would be to understand effective marketing strategies for managers in the Media & Entertainment industry. This would entail examining strategies for managing content, consumers, and connections. The conference will deliberate on the challenges that continue to exist in terms of infrastructure, digital access, content availability, user behavior, and technology led disruptions. The conference will also look in to the future role of media and entertainment industry in building the global economy. The conference platform will enable academia and industry to converge and discuss research based solutions for intractable issues and challenges.

We are inviting papers from (but not restricted to) the following broad areas:

● Understanding Consumers	● Strategy & Leadership
● Content Creation	● Marketing and Communication
● Design Thinking & Innovation Management	● Managing & Marketing Talent
● New Age Technologies	● Multi-Disciplinary & Cross-Sectoral Studies
● Social / Cultural Issues	● Entrepreneurship
● Economics & Finance	● Creative Industries

The global Media & Entertainment (M&E) industry, which comprises book and periodical publishing, film, television, advertising, music, video games, the performing arts, sports, and even fashion, has witnessed rapid growth post the worldwide financial crisis. It is projected that the global M&E industry would reach a whopping USD 1,000 billion by 2020. The industry is marked by high competition and understanding the rapidly changing tastes of consumers is essential for survival and success. With the advent of wearable technology, virtual reality, augmented reality, video on demand, satellite relay, and other cutting edge technologies, the ability to respond effectively to technological advances is becoming key.

Studies have shown that developing markets are playing an increasingly critical role in the growth of global media. The M&E industry today has a variety of content – both original and borrowed – for all kinds of segments that one can imagine. The ecosystem of content creation, migration, and adoption has led to different hybrid business models centered on consumers and involving innovative marketing techniques. The revolution that we see now in the M&E industry is due to path breaking technologies, design thinking, and disruptive innovations.

The Indian M&E industry is amongst the fastest growing ones in the world, thanks to rising consumer demand and improving advertising revenues. It is expected to grow at an impressive compounded annual growth rate (CAGR) of 14.3% to touch USD 33.9 billion by 2020. It is also believed that the learnings from this industry are transferable and valuable to other industries/ contexts. This makes the forthcoming international conference on the M&E industry at MICA, India a most appropriate one in all aspects.

ABSTRACT SUBMISSION

Paper proposals should include the title, an abstract (max. 500 words) and a brief biographical note (max. 100 words). Apart from paper presentation, we also invite proposals for poster presentations, round table discussions, and panel discussions, to increase the level of interactivity that the conference facilities.

Please submit your abstract to: icmc2018@micamail.in. All accepted full papers will be published in the **ICMC 2018 Conference Proceedings** to be published after the conference.

IMPORTANT DATES

Deadline for Submission of Abstract: September 1, 2017

Notification of Review Decision : September 21, 2017

Deadline for Early-bird Registration: October 1, 2017

Deadline for Final Registration: December 24, 2017

Conference Dates: January 11-13, 2018

Deadline for Submission of Full Papers: January 31, 2018

SPECIAL EVENT

All guests will join Kite Flying Celebration – January 14, 2018 at the most prestigious and heritage haveli House of MG in the old city, Ahmedabad.

REGISTRATION FEES

Category	Before Early-Bird Deadline		After Early-Bird Deadline	
	US \$	INR	US \$	INR
Indian Delegates		₹ 5,900		₹ 8,000
Research assistants and students	\$ 60	₹ 4,000	\$ 80	₹ 6,000
Low-Income Countries*	\$ 90	₹ 5,900	\$ 115	₹ 8000
Other Countries	\$ 290	₹ 20,000	\$ 350	₹ 24,000

* Please refer to the list of low-income countries provided on IAMCR website

- Registration fees include all applicable taxes, as well as access to all sessions, the conference kit, tea/snacks, and lunch on all three days, dinner on the inaugural day, and cultural events during the conference.
- Delegates will have to take care of their travel and stay during the conference. ICMC encourages participants to seek travel assistance from their institutions or from other sources. Participants from low-income countries and graduate students can apply for partial waiver of registration fees.

CONTACT DETAILS

For any queries, please email us at icmc2018@micamail.in

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For more information, log on to: www.mica.ac.in/