

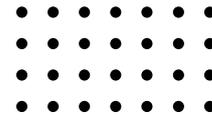
XLRI MARKETING AREA CONFERENCE 2026



**Theme: Marketing at the Crossroads:
Innovation, Inclusion, and Impact**

December 10 (Thursday) – 12 (Saturday), 2026
XLRI Delhi–NCR Campus, India

About the Conference



Marketing stands at a defining crossroads—between rapid technological disruption and an urgent call for social inclusion and planetary sustainability. The XLRI Marketing Area Conference 2026 invites scholars, practitioners, doctoral students, and industry leaders to explore how marketing can become a catalyst for innovation, inclusion, and meaningful impact.

Main Topics



**AI, DIGITAL
TRANSFORMATION &
RESPONSIBLE
MARKETING**



**SUSTAINABILITY,
INCLUSION &
SOCIETAL IMPACT**



**INNOVATION IN
MARKETING RESEARCH,
EDUCATION & PRACTICE**



Conference Tracks & Sub-Themes



We invite conceptual, empirical, methodological, and case-based submissions addressing, but not limited to, the following sub-themes:

01

AI and Marketing in the Global South – Contextual innovation, adoption, and challenges in emerging economies.

02

Marketing for a Sustainable and Climate-Resilient Future – Consumer behavior and communication in the age of climate consciousness.

03

Branding and Creativity in the Age of AI – Generative AI's impact on creativity, storytelling, and authenticity.

04

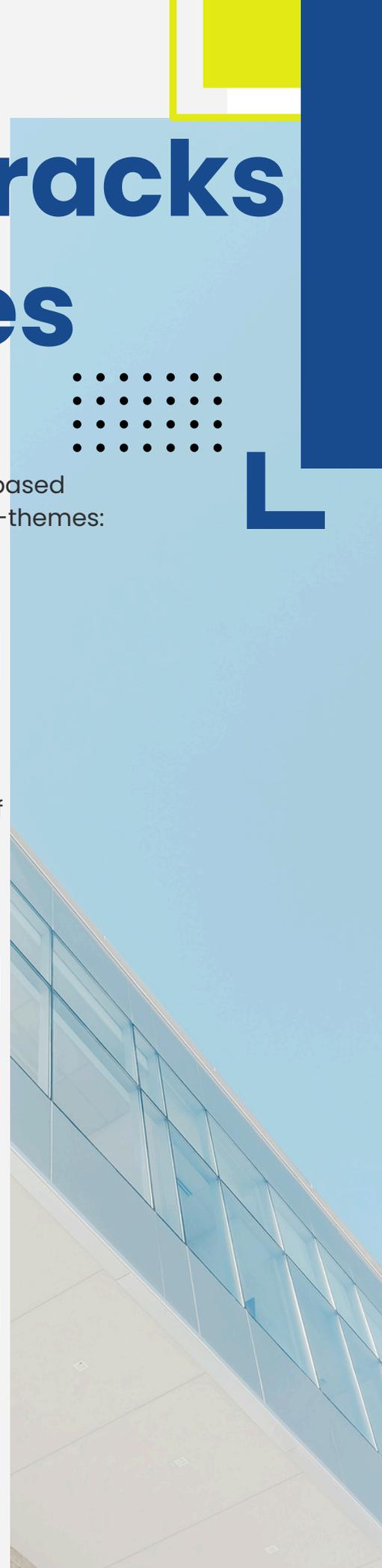
Marketing and Mental Wellness – Exploring consumer well-being, burnout, and the ethics of emotional marketing.

05

Digital Transformation and the Evolution of Commerce – E-commerce, Q-commerce, and platform ecosystems shaping the new marketplace.

06

Cultural Roots and the History of the Marketplace – Reimagining indigenous wisdom, traditional markets, and community commerce.



07

Tourism, Hospitality, and Experience Innovation – Experience design, sustainability, and technology in service industries.

08

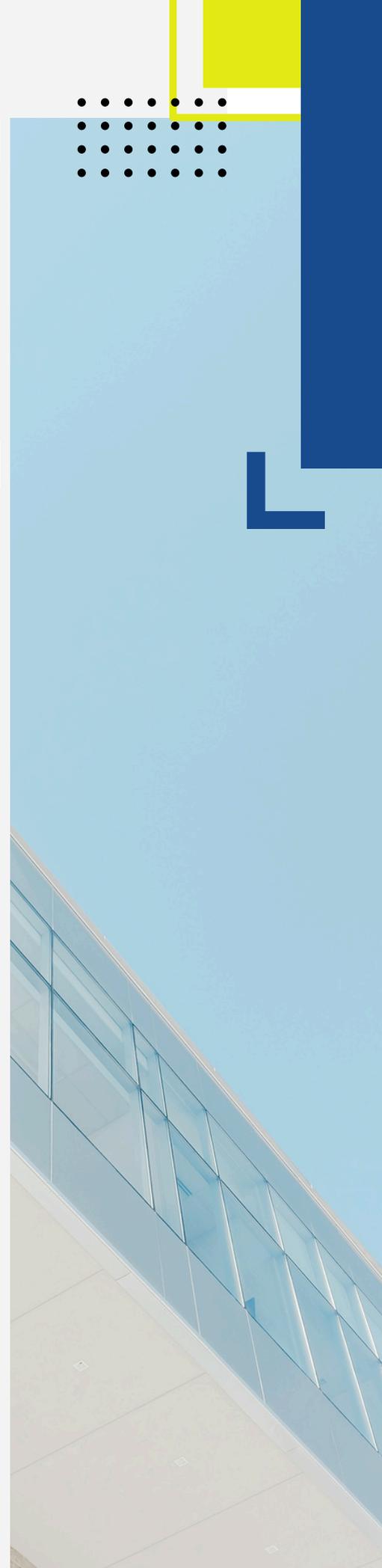
Experimental and Neuroscientific Approaches to Consumer Research – Understanding unconscious decision-making in a tech-driven world.

09

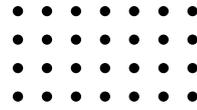
Responsible AI and Data Ethics in Marketing – Fairness, transparency, and governance in data-driven strategies.

10

Marketing Education, Case Development, and Pedagogical Innovation – Preparing future marketers for AI-driven, sustainability-oriented roles.



Special Events



Doctoral Colloquium

Dedicated platform for doctoral scholars to present work-in-progress and receive expert feedback.

Case Study Development & Teaching Workshop

Hands-on sessions led by experienced faculty from XLRI and partner institutions.

Experimental Research Workshop

A guided workshop on designing, conducting, and publishing behavioural and neuroscientific experiments.

Research Reviewing Clinic

A publication-readiness mentoring session by journal reviewers and editors.

Directors' Conclave & Institutional Networking Forum

Strengthening inter-institutional collaboration across Global South business schools.



Submission Guidelines

- Abstract length: Up to 500 words.
- Full paper length: 5,000–7,000 words (including tables, figures, and references).
- File format: Microsoft Word (.doc or .docx), Times New Roman 12 pt, double-spaced, APA 7th edition referencing.
- Submission portal/email: [To be announced – e.g., marketingconference@xlri.ac.in]
- Review process: All submissions will undergo a double-blind peer review. Accepted papers will be presented in themed sessions and considered for a Best Paper Award and Best Doctoral Paper Award.

Important Dates (Tentative)

15

April
2026

Abstract Submission
Opens

31

July
2026

Abstract Submission
Deadline

31

August
2026

Notification of
Acceptance

15

October
2026

Full Paper Submission
Deadline

10

November
2026

Early Registration
Deadline

17-19

December
2026

Conference Dates

Publication Opportunities

- Selected papers from the conference will be considered for publication in edited volumes, special issues, or partner journals (details to be announced).
- High-quality teaching cases will be shortlisted for submission to global case repositories such as The Case Centre (UK) or IVEY Publishing (Canada) in collaboration with XLRI's case research initiative.

Participation Opportunities



- Faculty and Researcher**
Present papers, cases, or conceptual frameworks.
- Doctoral Scholars:**
Engage in the colloquium and research clinics.
- Industry Professionals**
Join panels and networking sessions on sustainable marketing, AI, and digital transformation.
- Institutions**
Participate in the Directors' Conclave and explore academic partnerships.

Contact Us

Have questions about the conference? Our dedicated team is here to assist you with registration, submissions, and any other inquiries.

Conference Secretariat –
XLRI Marketing Area
Conference 2026

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