

CONFERENCE REPORT

2nd International marketing management conference **22nd to 23rd January 2008 Tehran-Iran**

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The 2nd International Marketing Management Conference was held at Tehran, Iran during January 22 – 23, 2008. The conference was organized by Aryana Industrial and research group and was sponsored by the key Iranian universities i. e. University of Qum, Iran University – Tehran, National University of Shiraz and Business Institute of Isphahan. In order to provide an opportunity to the participants, professionals and experts to interact and exchange views an exhibition was held concurrently in the campus of Iran University.

The Conference theme was focused on the issues of Marketing, publishing and related areas consisting of the following points :

- Developing and promoting marketing management knowledge.
- Developing and promoting skills of marketing managers and experts, and
- Creating and developing a network of marketing experts and consultants.

The participants of this two-day conference were academicians and experts from Iran, Malaysia, Pakistan Syria and Yemen. Papers were presented orally as well as with the help of posters. Three papers were presented in English while the rest were in Persian or Arabic.

All the papers except three presented in Persian their local language. Mr Javed Aslam from Tehran critically discussed the issues related to market research. His focus and concentration were both on qualitative and quantitative aspects of the research. Dr Masoud Abbasi from Malaysia talked about the problems and issues in launching pharmaceutical products. He also deliberated on the ethical aspects of pharmaceutical marketing. Myself as one of the speakers using English as the language presented my paper “Factors influencing the changeover of service connections in mobile phones”.