

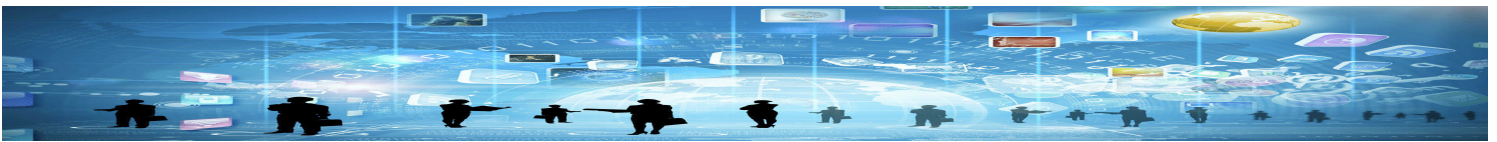


National Conference
on
Marketing in the Digital Era
March 21, 2016



Organized by

UNIVERSITY SCHOOL OF MANAGEMENT STUDIES
Guru Gobind Singh Indraprastha University, Delhi





Introduction

The world is rapidly becoming **digital**. People are consuming digital content on a daily basis. Companies are starting to recognize the importance of getting digital and it is essential that marketing departments adapt quickly to the new circumstances and actively hire professionals in the field of digital marketing. Digital marketing is extremely important, not only because of its rapid growth but also because it is essentially the future of marketing. Soon all other traditional marketing forms may become less important, if not replace them altogether.

While some generations will no doubt lament the loss of paper newspapers, books and old fashioned communication methods, new generations who have grown up with internet and mobile phones are already embracing the brave new world of digital consumption. Digital marketing methods are faster, more practical and versatile than the old traditional ones. Technology has put business in the digital age. Some of the most common forms of digital marketing are: Website (SEO content), Blogs, Internet banner ads, Online video content, Pay-per-click advertising, Email marketing, Social media marketing (Facebook, LinkedIn, Twitter, Pinterest, Tumblr, G+,etc), Mobile marketing (SMS, MMS, etc).

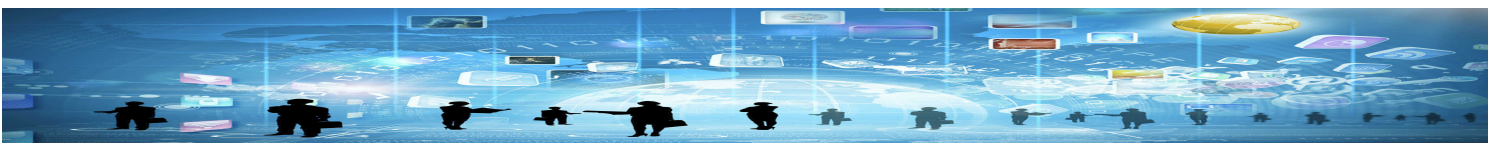
Digital Marketing is more affordable than traditional marketing. An e-mail or a social media campaign can transmit the same message to customers for less money than a TV-Ad or a newspaper one. Moreover social media campaigns can reach a wider audience in any part of the world. Its easier to track the results. With a wide range of analytics and data we are able to analyze our own marketing campaigns and find out how the campaign performed and how it can be improved. Of course you can get this data for traditional marketing campaigns but a digital campaign will allow you to measure the success in real time, giving you the advantage of planning more effectively and making changes almost instantly.

The number of consumers are huge. Traditional marketing has lost a huge amount of consumers. Most people read their newspapers on their iPad or some type of tablet. We need to develop your marketing and embrace the digital age.

The present conference is an attempt to give a platform to academicians, practitioners researchers to share ideas in this new age marketing in terms of what should be done? How it can be done? What are we doing? How should we proceed further? And many more such questions.

About Organisers

Guru Gobind Singh Indraprastha University is a dynamic growth oriented university facilitating and promoting professional education and research in emerging areas of higher education. The University has been accredited as "A" Grade by NAAC (UGC). The **University School of Management Studies (USMS)**, the Management School of the University with a passion for academic excellence (ranked as A++ in the Business India Survey) has come to be known as one of the most respected B Schools in India. At USMS we



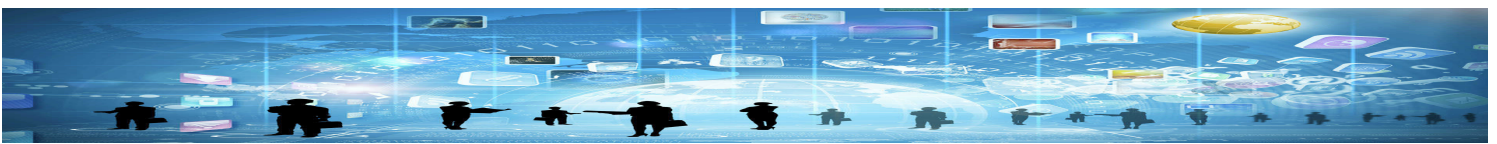


strive to create holistic managers, synthesizing conventional and modern management thinking with global outlook and having capabilities of adapting to the changing requirements of business. The flagship programme of the School is MBA. In response to the feedback from the students, alumni and industry, a new MBA programme namely MBA (Financial Markets) has also been launched in collaboration with National Stock Exchange (NSE) .Weekend Programmes namely Two Year M.B.A. (General), Two- Year M.B.A. (Banking and Insurance), Two-Year M.B.A. (Real Estate) and Two-Year M.B.A (Consultancy Management) are also offered for working executives along with two Certificate courses in Behaviour Testing and Training (Basic-Two Months) and (Advanced – Four Months).

Call for Papers

We invite original papers and working papers from Academicians, Industry Professionals, Doctoral Scholars, Consultants, various organizations and agencies and Management Students for publication in the proceedings of the conference and / presentation. A list of the indicative sub themes (not restrictive) covering Issues, Challenges, Opportunities, Practices and Strategies is given below:

- Digital Marketing strategies
- E-Marketing Planning
- E-Marketing Research
- Online Marketing Research
- Online Buyer Behaviour
- Web Business Models
- Search Engine Marketing
- Pricing Strategies on Digital Medium
- Online Communication Tools
- Digital Advertising
- Internet Enabled CRM
- Online Distribution and Procurement
- B2B and B2C e-Commerce
- Brands and Online Brand Building
- Innovations in Digital Marketing
- Measurement and evaluation of Web Marketing Programs
- Social Media Marketing
- Social Media Marketing Plan
- Engaging Customer with Social Media
- Legal Issues in Digital Marketing
- Ethical Concerns in Digital Marketing
- Social and Regulatory issues in Digital Marketing





Guidelines for Full Paper

The paper should begin with a title page including title, author(s) names, institutional address along with email. The manuscript should begin from the next page with title, an extended abstract, and a list of key words. The authors name and affiliation should not reflect anywhere on the manuscript for the blind review process. The total length of the paper must not exceed 10-12 A4 size pages excluding bibliography and appendices, single-line spacing, 12 font, Times New Roman, and 1” margin on all sides of the page in MS Word compatible format text. Papers **MUST ONLY** be submitted through E-mail at **conference2016.usms@gmail.com** The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding without which it will not be accepted. All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.

Authors are advised to check their papers for plagiarism. **Selected papers will be published in the proceeding** provided at least one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate and avail the conference kit otherwise Conference Kit will be provided to the registered author only. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

Conference Proceedings

Proceedings of the conference will be published in the form of an edited book through a leading publisher like Bloomsbury / Wiley, etc. with an ISSN number for wider dissemination of the deliberations. After the blind review process, the authors are required to incorporate the suggestions of the expert committee, before the paper could be selected for final publication.

Important Dates / Deadlines

Submission of Abstracts: January 29, 2016

Review and Confirmation of Abstracts: February 6, 2016

Submission of Full Paper: February 19, 2016

Review & Confirmation of Papers: February 26 , 2016

Submission of Camera Ready Papers: March 4, 2016

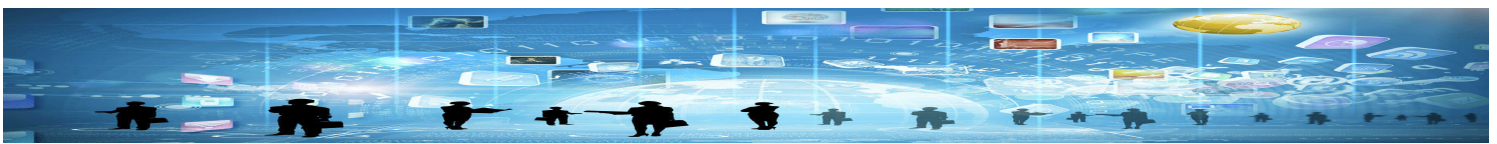
Last Date for Registration of Authors for Paper Presentation: March 11. 2016

Full Papers should be mailed to the Conference Coordinator through e-mail at:

conference2016.usms@gmail.com.

Registration and Participation Fee

All delegates are required to register for the conference as per the details. Fee is payable by DD in favour of ‘Registrar, Guru Gobind Singh Indraprastha University’ payable at Delhi. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form.





Type of Delegate and Registration Fee with Paper Presentation

Industry Professionals & Academicians Rs. 2000/-

Doctoral and Other Students Rs. 500/-

Who Should Attend

The conference shall be beneficial to decision makers from the Industry, Government, Academicians, Educationists interested in, or getting impacted by Digital Marketing.

PATRON

Prof. Anil K. Tyagi,

Vice Chancellor, GGS Indraprastha University, Delhi (India)

CONFERENCE CONVENER

Prof. Sanjiv Mittal, Dean USMS

Conference Coordinators

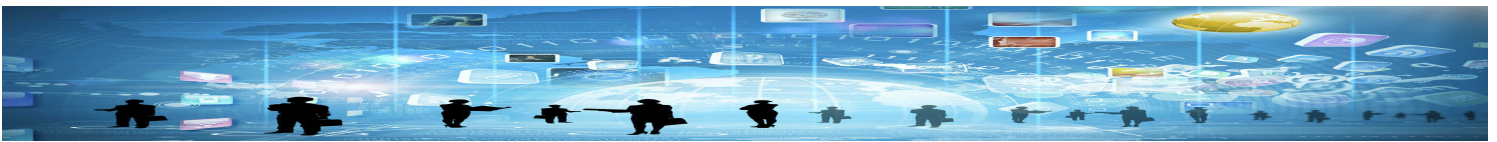
Prof. Meenakshi Handa and Mr. Amit Sharma

University School of Management Studies, D Block, Dwarka Sector 16 C

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Prof. Meenakshi Handa : 981125558 (M), Mr. Amit Sharma: 9810199949 (M)





**NATIONAL CONFERENCE
MARKETING IN THE DIGITAL ERA**

March 21, 2016

**Venue: D Block Seminar Hall University School of
Management Studies**

**Guru Gobind Singh Indraprastha
University, Sector 16 C Dwarka Delhi 110078**

DELEGATE REGISTRATION FORM

Name of the Participant:.....

Type of Participant: Industry Academician Doctoral Student & Others

Designation:

Organisation/Institution name:

Mailing Address:

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Tel No.:

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Mobile:

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E-mail Address:

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Payment Details: DD No.Date:.....Amount:.....

Drawn on Bank Name:.....

Note: Fee is payable by DD in favour of 'Registrar, Guru Gobind Singh Indraprastha University' payable at Delhi. Please write your name at the back of the DD. (Kindly fill separate form for each delegate) Please send this form duly filled in along with the draft to:

Mr. Amit Sharma

**Conference Coordinator, University School of Management Studies, D Block, , GGS
Indraprastha University, Dwarka, Sector 16 C, Delhi-110078.**

(Note: In case of more delegates, Registration form can be photocopied)

