

International Conference on Digital Marketing- Ushering a New Era!!

Esteemed Speakers

- Dr A K Sen Gupta
Mentor and Director - SIESCOMS
- Achal K.Shah
Sr.Vice President & Head-Marketing
and NRI services,Times of Money
- Amit Thokal
Head Digital Marketing - MKCL
- Amitabh Sinha
Director-Finance & Investment SME
Chamber of India
- Anand Awasthi
CEO Avhan Technologies
- Ashank Desai
Co-Founder-Mastek
- Ashish Limaye
CEO-APAC Happy Finish
- Dr. Dariuz Zajac
Chancellor-UJW University ,Poland
- Darshana Shah
CMO-Aditya Birla Health
- Deepali Naair
Chief Marketing & Digital Officer, IIFL
- Gurbinder Singh
Head- Digital & Multichannel
Marketing-GSK Pharma
- Hemant Arora
Sr. Vice President & Business
Head- Times Nework
- Jennifer Pandya
Director , Shaadi.com
- Milind Pathak
COO-MADhouse
- Manveer Malhi
Head- Digital & Partner,
iGenoro
- Prashant Challapalli
EVP & Digital Head-iContract
- Paurush Sonkar
Head Digital Marketing
Franklin Templeton
- Dr.Rajesh Khajuria- Director
CKSVIM , Vadodara Chair elect
Region 10(South Asia) ACBSP,
USA
- Dr. Ramesh Shah
Sr. Prof, DHBW University
Germany
- Dr Z Polkowski
UJW University Poland

Our Partners

Conference Partners



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Interested delegates may register by sending cheque of Rs 2000/- in favor of SIES College of Management Studies Nerul(E) Navi Mumbai. Contact Details - Dr. Parag Amin - 9820424420 Email- Parag@siescoms.edu
Venue - SIESCOMS , Sector -5 Nerul(E) Navi Mumbai, Maharashtra.
Date & Time - January 21, 2017 , 9:45 am Onwards

SIES College of Management Studies
Presents

International Marketing Conference
21st January 2017

Digital Marketing: Ushering a New Era

Conference Partners



University of Mumbai



C. K. Shah Vijayapurwala Institute of
Management, Vadodara, Gujarat

Knowledge Partners



SIES & SIESCOMS

South India Education Society(SIES), one of the oldest and value-based educational trusts that run a number of educational institutes in the city of Mumbai and Navi Mumbai was established in 1932. SIES is a fast growing organization and has gained acclaim for its strong foundation of cultural values and ethos.

SIES College of Management Studies (SIESCOMS) was established in 1995 and grew rapidly to gain reputation as one of the top ranking B-Schools in the country in a short span of 20 years. In keeping with its mission of grooming business managers and technocrats, SIESCOMS offers several flagship management courses that include Post Graduate Diploma in Management (PGDM), Masters in Management Studies (MMS), Masters in Computer Applications (MCA), as well as vertical specific Post Graduate Diplomas in Pharmaceutical Management and Biotech Management. The PGDM program of SIESCOMS is the first program in the city of Mumbai/Navi Mumbai to have received an International Accreditation from ACBSP, one of the top accrediting bodies based in the USA.

SIESCOMS boasts of a progressive and state-of-the art infrastructure, reputed faculty and an enviable placement record.

About the Conference

India is witnessing strong penetration of internet and smart phones. According to the latest report from IAMAI, titled **Mobile Internet in India 2016**, the country is estimated to have 462 million internet users. The report also estimates that there would be [371 million mobile internet users by June 2016](#). The rapid development in technology including the advent of smart phones is changing buying behavior of consumers. The online purchasing is increasing by leaps and bounds. Traditional Brick and mortar business models are now being replaced by internet based models while the growing number of customers find e-markets convenient, trustworthy and value for money.

This conference aims to provide platform to academicians, research scholars, students and corporate delegates to explore, share and discuss topics related to the theme of the conference in depth. The conference will also be helpful to identify opportunities, issues and challenges pertaining to Digital Marketing.

Objectives of the Conference

- To encourage scholars to share their research and practitioners to present case studies/ success stories on Digital Marketing and its future.
- To identify and explore new opportunities of business thrown open by the advent of Digital Marketing.
- To identify Economical, Social, Legal, Political environment for development of Digital Marketing as an important sector of economy.
- To provide a forum for Industry-Institution interaction on Digital Marketing.

Sub Themes

The conference invites academic scholars, practicing professionals, and management students to participate by sharing their research papers and Case Studies on following sub-themes-

- Digital Marketing Trends
- E-tailing & brand building
- Digital marketing of government service
- E- Commerce
- Digital Marketing in Education Sector/Tab learning Initiatives
- Digital branding & consumer experiences
- E-pricing & online shopping behavior
- Social Media marketing
- Mobile marketing
- Corporate Brand Building
- Role of Digital Marketing in CRM, SRM, DRM, etc.
- Legal & privacy issues in Digital branding
- Dialogue marketing through Social media
- Buzz marketing
- Blog marketing

- New product development & Digital marketing
- Google Analytics
- Search Engine optimization

Guidelines for Paper Submission

- Only original and unpublished work is sought. The contributors should certify that manuscript has neither been published anywhere nor is being considered presently anywhere for publication.
- Abstract (not exceeding 200 words) should reach us latest by 25th July 2016. Submission should include a separate title page which clearly indicates the name(s) of the author(s), affiliation(s), complete mailing address, telephone/fax numbers and e-mail address(es), title of the paper and up to four key words that describe the paper.
- The maximum length of the paper should be 3500 words. For preparation of the manuscript, the author(s) are requested to follow APA Citation Style. Please check the url: <http://www.library.cornell.edu/resrch/citmanage/apa>.
- Acceptance of the paper would be notified within two weeks of the receipt of the same. The complete paper should reach us latest by 5th December 2016.
- Selected papers will be published in the Marketing journal “Parivartan’ bearing an ISSN number.
- At least one of the authors must pre-register for the conference & present paper.
- Top 2 best papers will be awarded attractive prizes.
- E-mail your abstracts and full papers to siescomsmarketing@sies.edu.in

Important Dates

- **Last Date for Submission of Full Papers – 5th December 2016**
- **Last Date of Registration- 15th Dec 2016**

Registration Fees

Delegate Type	Registration Fees	
	Indian and SAARC Countries (INR)	Foreign (non-SAARC) (USD)
Academics	2000	150
Industry/Practitioners	2500	250
Students	500	100

Conference Committee

Chief Patron

Dr.A.K.Sen Gupta- Mentor & Director-SIESCOMS

Convenors

Dr. Seema Laddha - [Email-simran.laddha@yahoo.co.in](mailto:simran.laddha@yahoo.co.in) Contact No. 9833587657

Prof. Rajesh Nair - [Email-nairrajeshksn@gmail.com](mailto:nairrajeshksn@gmail.com) Contact No. 9322211267

Committee members (In alphabetical order)

- Prof.Deepa Donde
- Dr. Parag Amin
- Dr.Shalini Gulecha
- Prof.Swati Kulkarni
- Prof.Vatsala Bose
- Prof. Vikram Parekh

RSVP

Dr.Parag Amin - Dean-Marketing, SIESCOMS

Mobile no.98204-24420 e-mail- parag@siescoms.edu / prof.parag@gmail.com

Venue

SIES College of Management Studies (SIESCOMS) ,Nerul, Navi Mumbai

Tel: 91-22 - 61082400 Fax: 91-22- 27708379 Website: <http://www.siescoms.edu>

SIES College of Management Studies

Delegate Registration Form

Name: Dr. / Prof./Mr./Ms _____

Category: Academic/Research Scholar Industry Student

Affiliation: _____

Address (Official) _____

Phone No. _____ Mobile No. _____

E-Mail: _____

Title of the Paper: _____

Details of Demand Draft/ Cheque

Cheque/D D No.: _____

Dated: _____

Amount: _____

Name of the Bank _____

**Cheque / DD to be drawn in favor of “SIES College of Management Studies”, payable at
Mumbai, India.**

Date

Signature

(Note: This form can be photocopied for use of other willing participants)