

2nd National Conference on “Marketing in Digital India : Trends, Opportunities & Challenges” (February 18-19, 2019)

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Introduction

The dawn of digital age has transformed Marketing all over the world. Digital technology has opened new channels to reach customers and selling products. It gives the consumer more opportunities to explore any kind of product from anywhere at any-time. This environment is changing quickly as today's best technology is tomorrow's obsolete technology. In this rapidly changing environment, companies need to be innovative in reaching and engaging customers and to compete in the market. Now Indian consumer is embracing digital like never before. Today, “India's base of about 432 million Internet users and is currently the second-largest in the world, and the pattern of online behavior is rapidly converging with that of users in more developed countries. India is likely to have the second-largest user base in the world, and the largest in terms of incremental growth, with 450 million to 465 million Internet users in 2017(A report from IAMAI and IMRB). This is changing the landscape of marketing in India. New rules are to be framed in acquiring, engaging and retaining Indian consumer. Against this background, Institute of Public Enterprise announces a two day National Level conference on Marketing in Digital India to provide an opportunity for researchers, academicians and professionals to meet, interact and exchange new research ideas.

Conference Objectives

To explore the opportunities, issues and challenges in the domain of Marketing with the advent of Internet in India.

To be a platform to attract and exchange ideas across different sectors for professionals, academicians, researchers and scholars on emerging role and trends in Marketing.

To explore the changing scenario of marketing landscape in India and to facilitate sharing research among academicians and practitioners on current scenario and future challenges of Marketing.

Conference Main Theme : India || Internet || Marketing

Sub Themes

Track I: India at the dawn of Digital Age & Super Digital Economy by 2020

Track II: Indian Consumer - Embracing Digital

Track III: Digital Platforms for Marketing

Track IV: Dynamics of 4Ps in India

Track V: Other Marketing Aspects

Target Group

We invite original research papers and case studies from academicians, Corporate, management consultants, research scholars, practicing managers and students. They should highlight the existing practices, issues, challenges, strategies and future trends.