



# A Two Day National Level Conference on

## MARKETING IN DIGITAL INDIA: TRENDS, OPPORTUNITIES & CHALLENGES

THEME:

### INDIA INTERNET MARKETING

19<sup>th</sup> - 20<sup>th</sup> February, 2018

#### Conference Convenors

M. J. Ramakrishna

A. Rakesh Phanindra



www.ipeindia.org

#### Preamble

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.

#### Objectives of the Conference

- ★ 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.

#### Call for Papers/Case Studies

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 relating to the main theme and sub-themes of the conference:

#### Sub-themes/Topics

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

1. Internet in India: Impact on Indian Business and Economy
2. Internet in India: Policies and Framework for 2020.
3. Marketing in India: Past, Present and Future
4. Internet and Changing Marketing Landscape in India.

*Track II: Indian Consumer - Embracing Digital*

1. Indian Consumer Buying Patterns
2. Changes in Indian consumer demographics.
3. Indian Consumer Behavior and Psychology in Digital Age.
4. Indian Youth: Best Profit Powerhouse to target
5. Neuro marketing: New Field in Marketing
6. Role of consumer courts in India.
7. Rural consumer behavior in digital India

*Track III: Digital Platforms for Marketing*

1. Website: is it losing its sheen?
2. Search Engine Optimization
3. Blogging for Business
4. Social Networking Sites for Marketing: Youtube, Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat.
5. E-mail Marketing: Best Practices
6. Mobile: Best Digital Powerhouse in reaching customers
7. Mobile App: A Game changer.
8. Video on demand (VoD) platforms for Marketing.
9. Online Gaming: A Game changing platform for Marketing
10. Cyber Crime: A threat to Marketing
11. Artificial Intelligence for Marketing

*Track IV: Dynamics of 4Ps in India:*

1. India: Is it a market of 'Feature' Rich Products with low price
2. Successful new product ideas for ever changing needs
3. Product Failures: Lessons to be learnt.
4. New Product Development: Issues of Intellectual Property Rights
5. Short Product Life cycles: Implications
6. New Test marketing Techniques
7. Brand Management in Digital Era.
8. Innovations in Packaging.
9. Pricing Strategies
10. Price Wars across Industries
11. Impact of price comparison & review sites on consumer behavior



12. Pricing: Is Indian market driven by discounts, coupons, & cashbacks?
13. Changing Scenario of Advertising & PR in Digital Age
14. Internet & Traditional Media: Companions or Competitors
15. Changing face of Distribution in India
16. Exclusive Distribution: New Mantra in Distribution
17. Omnichannel: The Future of Indian Retail
18. Franchising
19. Changing face of competition in India
20. Role of regulatory bodies like Competition Commission of India, Advertising Standards Council of India
21. Changing role of Broadcast Audience Research Council
22. Changing role of Celebrities in Product Promotion

#### Track V: Other Marketing Aspects

1. Dynamics of Marketing Environment in India
2. Positioning Strategies: Touching Emotions
3. Changing role of marketing research
4. Issues in Services Marketing
5. Luxury products marketing
6. Marketing Analytics
7. Rural marketing
8. New Mantras in CRM
9. Ethics in Marketing

### Important dates to remember are

★ Last date for submission of Abstract:	<b>30<sup>th</sup> October, 2017</b>
★ Notification of acceptance of Abstract:	<b>15<sup>th</sup> November, 2017</b>
★ Last date for submission of Full Paper:	<b>10<sup>th</sup> January, 2018</b>
★ Notification of acceptance of Full Paper:	<b>1<sup>st</sup> February, 2018</b>
★ Registration Deadline for the conference:	<b>14<sup>th</sup> February, 2018</b>

### Registration Fee

S.No	Category of Delegates	Registration Fee
1	<b>Academicians</b>	<b>3000 + GST(18%)</b>
2	<b>Research Scholars</b>	<b>1600 + GST(18%)</b>
3	<b>Students</b>	<b>1000 + GST(18%)</b>
4	<b>Corporate</b>	<b>5000 + GST(18%)</b>

The registration fee should be submitted through DD in favor of "Institute of Public Enterprise" payable at State Bank of India, Osmania University Branch (Code: 020071), Hyderabad; Account No.52198267621, MICR Code: 500002342; PAN: AAAT11377G; NEFT IFSC Code: SBIN0020071.

### Guidelines for submission

1. Papers can be both conceptual and empirical but would be tested on relevance to the main theme and sub-themes and must contribute to the theory.
2. Abstracts must include a clear indication of the Title, purpose of research, methodology, major results, implications, and key references. The authors should adhere to the following:

	<b>Abstract</b>	<b>Full Paper</b>
<b>Maximum Length</b>	500 words excluding title/cover page and reference	7,000 words excluding title/cover page and reference.
<b>Margins</b>	Top 1, Bottom 1 Left 0.75, Right 0.75	Top 1, Bottom 1 Left 0.75, Right 0.75
<b>Font</b>	Times New Roman, Garamond. 12 Point	Times New Roman, Garamond. 12 Point
<b>Spacing</b>	1.5	1.5
<b>Title Page</b>	Title, Author(s), Affiliation(s), Contact details: E-mail & Mobile	Title, Author(s), Affiliation(s), Contact details: E-mail & Mobile
<b>Keywords</b>	Four	Six

Submit Abstracts and Papers only at: **miditoc18@ipeindia.org**

### Advisory Committee

- \* **Prof. R K Mishra**, Sr.Professor & Director, IPE
- \* **Prof. S. Sreenivasa Murthy**, Professor & Dean, IPE
- \* **Prof S K Mathur**, Sr.Faculty Member, Former Executive Director, APSRTC
- \* **Shri Girish Bantwal**, Head of MGTM, Indian Market Unit, SAP
- \* **Shri Amitesh Kumar**, Head Digital Marketing, Way2Ads
- \* **Shri C V Guru Rao**, Director, S R College of Engineering
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- \* **Mr. P Mahesh** Assistant Professor, Marketing
- \* **Dr Prarthana Kumar** Assistant Professor, Marketing

### About IPE



The Institute of Public Enterprise (IPE) is a non-profit organization established in 1964, Operating from Hyderabad, India. IPE is recognized as a "Center of Excellence" in social science research by the Indian Council of Social Science.

It is ranked among the top 20 business schools in India and the first among top ten intellectual property. Presently, IPE has a large contingent faculty, with Ph.D Degree from Premier National and International Universities. The Institute has an excellent library with a collection of over 50,000 books, around 200 national and international journals, and several research reports on public enterprises in India.

With the goal of promoting better corporate governance practices in India, the Ministry of Corporate Affairs, Government of India, on 1st October 2003 set up National Foundation for Corporate Governance (NFCG) in partnership with Confederation of Indian Industry (CII), Institute of Company Secretaries of India (ICSI) and Institute of Chartered Accountants of India (ICAI). In the year 2010, stakeholders in NFCG has been expanded with the inclusion of ICWAI and the National Stock Exchange.

### Conference Convenors & Correspondence:

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