

IMS UNISON UNIVERSITY- NASMEI
International E-Conference on
THE AGE OF DIGITAL TRANSFORMATION
Impact of Emerging Technologies in Marketing

December 18-19, 2020

Organized by
School of Management
IMS Unison University, Dehradun

Conference Webpage Link: www.iuu.ac/conference2020



About IMS Unison University

IMS Unison University located in the valley of picturesque beautiful mountains in Dehradun, the capital city of the State of Uttarakhand in India, offers an environment fostering learning and creativity. Established under the visionary leadership of the Unison group in the year 1996 as Institute of Management Studies, the growing excellence in management education led to the evolution of the Institute into a leading private university in the year 2013.

IMS Unison University aims at raising the standards of education through holistic development of its students and contributing to the development of new knowledge and dissemination through excellence in research, teaching and administration. With this vision, the university offers a range of multi disciplinary courses at the undergraduate, postgraduate and doctoral levels.

About The School

The School of Management, the oldest among the five schools within the ambit of IMS Unison University has a rich legacy of twenty-four years. The School can boast of an excellent faculty team with rich expertise in the various functional areas of management. Equipped with an up-to-date library and excellent infrastructure, the School offers courses in Doctorate of Philosophy, Master of Business Administration, Bachelor of Business Administration, Bachelor of Commerce(Hons.) and Integrated Bachelor and Master of Business Administration. The School of Management has been ranked 30th in the Times of India B School Survey 2020.

About NASMEI

North American Society for Marketing Education in India (NASMEI) is a non-profit organization focused on knowledge development and exchange. NASMEI was founded by leading academicians in United States in the field of management with the primary mission of facilitating marketing knowledge between academics and professionals in North America and India, and has partnered with leading management institutes in India in organizing international conferences.

About the Conference

“Change is the law of life and those who look only to the past or the present, are certain to miss the future.”

- John F Kennedy

Digital transformation is the integration of digital technologies into all areas of a business to create new or modify existing business processes and customer experiences to meet the ever changing imperatives of the business and market conditions. It requires re-imagining of the business in the digital era.

As marketing technology moves at a fast pace, it becomes hard to predict consumer interests and behaviours. Rapid technological advances and faster obsolescence are affecting every functional area of business and marketing, the largest revenue generating function, is no exception.

The focus of marketing communication in recent years has shifted from one-way brand offerings to creating and sustaining meaningful customer experiences, making use of technological advances with the aid of digital and social media. With increasing affluence, the impatient millennial generation is no longer happy with conventional product offerings and expects experiential engagement, crafted with the help of the latest technologies for maintaining brand trust and loyalty.

The emerging digital marketing trends cannot be ignored in the coming decade. Technologies such as automation, artificial intelligence (AI), machine learning, 5G, augmented and immersive technologies, block chain, voice search and smarter chat are transforming the marketing landscape.

5G will enable a fully mobile and connected society, heralding a new era of digital communications, finally bringing millions of unusual consumers into the high speed data lanes.

Social media has become integral to digital marketing and consumer engagement has gained prominence over merely meeting consumer needs. With social media and mobile apps, the consumer can co-create content and become a prosumer rather than being a mere consumer.

Personalized marketing is the key in the 2020s, involving personalized content, products, email and social messaging apps. Modern marketing has become conversational and chat bots, and voice marketing funnels have become an important part of digital marketing.

Augmented reality (AR) and immersive technologies continue outpace virtual reality (VR) in terms of market share.

Content marketing continues to dominate search engine optimization (SEO). It has become important that the company's site has fast speeds, useful links and well written content.

New visual search tools can take user experience to an entirely new level. Voice search using VSEO has also created a unique and optimized customer experience that will foster relationships and build brand loyalty.

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New visual search tools can take user experience to an entirely new level. Consumers can upload an image to conduct a search and get more specific results. Voice search using VSEO has also created a unique and optimized customer experience that will foster relationships and build brand loyalty.

With increased use of quantum computing, marketers can improve mobile data coverage and can reach a wider audience at less cost. In the 2020s, the world's big data industry will grow exponentially and enable marketers to be closer to the needs of business users with faster time-to-market for AI applications.

Modern marketing and metrics go hand in hand, and in order to share results, companies have to invest in better analytics. These days connected devices and technologies unobtrusively collect customer information and privacy related issues have gained prominence. As 5G technology matures, more IOT devices will present more on demand content to consumers and more advertising opportunities to marketers.

A majority of the customers feel connected to a brand that they can trust and establishing a solid brand in the digital space is of paramount importance.

Aim of the Conference

The theme of IMS Unison University- NASMEI Conference is to explore the role of digital technologies to enhance customer value through appropriate product offerings, facilitated by ongoing customer engagement.

The conference aims at providing researchers, industry practitioners, academicians, research scholars and students with strong research orientation, a forum for developing, discussing and presenting new ideas and the emerging phenomena in digital transformation and its impact on the world of business and marketing.

Call for Papers

IMS Unison University invites original and unpublished conceptual or empirical papers and articles of high quality with clear thoughts from academicians, industry professionals, doctoral scholars, consultants and management students with research orientation. The papers shall not be under review by any other conference or journal. Invitations are extended to authors to submit their contributions and present research results, concepts, practical standards, running experiments, implementations, applications and industrial case studies. A list of indicative themes and sub-themes (not restrictive) is listed.

Conference Tracks

- Integrated Marketing Communications through customer-based digital marketing strategies
- Behavioural Modelling based on consumer analytics to understand consumer behaviour
- Customer value through Omni channel marketing and e-commerce
- Customer engagement through interactive digital content and influencer marketing strategies
- Website analytics, visual search optimisation (VSEO) and progressive web apps (PWAs) to create value
- VR, AR, and immersive technologies for market share
- Role of AI in analysing consumer behaviour and brand engagement with customers
- Micro marketing and short lived content delivery to millennials
- Evolution of social media: livestreaming and online chat
- Consumer engagement and personalised marketing and targeting through data-driven marketing and analytics
- Ethical and privacy issues in techno marketing
- Establishing brand trust in the digital space

Abstract Submission Guidelines

Best Paper Awards

Three papers among the presented research work will be short-listed for the best paper awards. A panel of jury, comprising of distinguished academicians and practitioners will make the decision for the awards. The awards shall be based on:

- 1) Novelty of the concept
- 2) Application of Research Methodology (for empirical and conceptual research)
- 3) Quality of Literature Review, research gap identification and linkage with the concepts
- 4) Structuring of the Paper
- 5) Alignment and format

The decision of the jury shall be final and binding on all the entries.

Submission Procedure and Guidelines for Authors

Abstract Submission Guidelines for Conference

Submission of the abstract will be in Microsoft Word format. Selection of papers for presentation will be based on extended abstracts which must include a clear indication of the purpose of research methodology, major results, implications, and key references.

1. Length: Minimum of 1000 words and maximum of 2000 words (including title and key references)
2. 2.5 cm or 1 inch on all sides
3. Orientation: Portrait
4. Font: Times New Roman, 12 point
5. Line spacing: 1.5 lines (for the main text of extended abstract) & Single (for key references)
6. Title: Title of paper, name(s) of author(s), affiliation (s), contact details
7. References: Limit to a maximum of 10

Full Submission Guidelines for Conference

Length: Not more than 4000 words.

Format: The paper should have a cover page giving the title, author's name, complete address, telephone number and email ID of the author. In the case of co-authors, these details should be provided for each co-author.

Correspondence will be sent to the first named author unless otherwise indicated.

The second page should contain the title and an abstract of not more than 300 words. It should also include up to five key words about the paper. No other page should have the author's name. The paper should begin from the third page.

Margins : 2.5 cm. or 1 inch on all sides

Font & Spacing : Times New Roman, 12 point, double spacing

References : APA Style

EasyChair link for abstract submission : <https://easychair.org/conferences/?conf=ieadt2020>

Full Paper submission through mail : digiconference2020@iuu.ac

Registration Fee (per participant) - Registration form can be downloaded from the conference webpage

	Papers From India		Papers From Outside India
Category	Early Bird	Regular	
Research Scholars	INR 1500	INR 2000	
Students	INR 1500	INR 2000	USD 100
Academicians/Industry/ Corporate officials	INR 2500	INR 3000	

Payment Mode

The registration fee is payable by cash/demand draft in favour of 'IMS Unison University' payable at Dehradun or by NEFT/IMPS Transfer. Delegates willing to attend the Conference are advised to send the completed registration form along with the requisite fee at the earliest.

Publications

Selected papers will be published in International Journal of Technology Management and Sustainable Development (ABDC 'C' Category & Scopus) and JIBR (ABDC 'C' Category, Scopus & Web of Science)

Conference abstracts will be published in e-Proceedings.

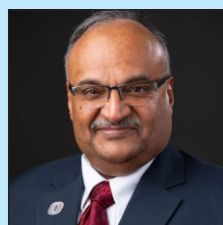
Important Dates

Abstract Submission	: 30th September, 2020
Communication for acceptance	: 15th October, 2020
Full Paper Submission	: 1st October, 2020- 15th December 2020
Early Bird Registration	: 15th October 2020 -30th October 2020
Regular Registration	: 01st November 2020- 30th November 2020
Conference	: 18th-19th December 2020

Conference Advisory Committee



Dr. Anil Maheshwari
Maharishi International University
Iowa, United States



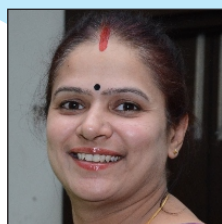
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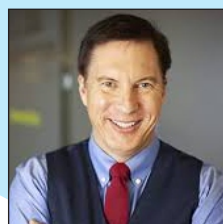
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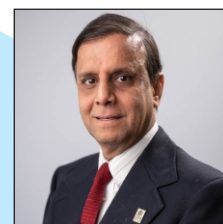
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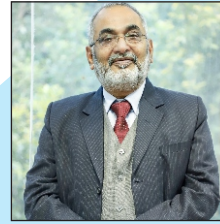
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NOTE: Queries can be directed to

Dr. Shalini Singh,

Organizing Secretary

Ph. : +91-135-7155281, +91 9634885852

Email id: digiconference2020@iuu.ac; shalini.singh@iuu.ac

Easy Chair link for abstract submission

<https://easychair.org/conferences/?conf=ieadt2020>

Full Paper submission through mail : digiconference2020@iuu.ac

For more details visit the conference webpage link :
www.iuu.ac/conference2020

Payment Details

For Remittance within India

Beneficiary Name: IMS Unison University

Account No: 15262191003778

Bank: Punjab National Bank

(Formerly Known as Oriental Bank of Commerce) ,
Makkawala, Dehradun

IFSC Code: ORBC0101526

For Remittance from outside India

Beneficiary Name : IMS Unison University

Account No : 02251450000456

Swift Code : HDFCINBB

IFSC Code : HDFC0000225

Bank & Branch : HDFC Bank Ltd, Rajpur Road,
Dehradun - 248001 (India)