

About the Conference

Digital Marketing will remain to be a robust growing industry for next five years. Indian Government has been putting lot of efforts on making Digital India. They have been promoting digital mode of getting services, digital payments etc., Indians spend around 4.4 hours in a day on internet through their laptop/desktop and 3.1 hours through their mobile devices. It becomes a massive platform for using digital marketing. The report by the International Journal of Advanced Research Foundation revealed that India is getting to see the golden period of the internet sector between 2013-2018 with incredible and secular growth adoption for E-commerce, Internet Advertising, Social Media, Service relating digital Marketing. Digital Marketing Industry in India is growing at its peak, and is still continuous.

Sub-themes / Scope of the Program

- Brand Management
- Social Media Management
- Web Analytics
- Digital Public Relations
- Mobile Marketing
- Search Engine Optimization
- Any related areas of Digital Marketing

Target Groups

Academicians/ Research Scholars/
Students/ Corporates

Key Resource person

Mr. Karthik Veer,
Chief Learner,
Black Board Learning,
Coimbatore.

Registration Procedure (Fee Details per author)

Corporates : Rs.1000
Academicians &
Research Scholars : Rs. 600
Students : Rs. 500

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Dates to Remember

Receipt of Abstract : 15.09.2018
Submission of full paper : 15.10.2018
Date of Conference : 31.10.2018

Guidelines for Paper Submission

Font Type : Times New Roman

Font Size : 12

Line Space : 1.5

Max.Words : 250 (Abstract)

Contact Us

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Bannari Amman Institute of Technology,
Sathyamangalam
Accredited by NAAC with A Grade (CGPA
3.57) and NBA, New Delhi



National Conference on Digital
Marketing: Scope and Opportunities
Date: 31.10.2018

Organized by
School of Management Studies
Bannari Amman Institute of Technology,
Sathyamangalam 638 401
www.bitsathy.ac.in

About the Institution

Bannari Amman Institute of Technology (BIT) is an Autonomous Institution, affiliated to Anna University, Chennai. BIT offers 15 UG and 15 PG Programmes, besides full-time and part-time Ph.D Programmes in Science, Engineering and Management. BIT was ranked 76th in the NIRF 2018 Survey conducted by MHRD, New Delhi and one of the few technical institutions to be accredited by the NAAC with the CGPA of 3.57 on 4.0 scale (A Grade).

About the Department

The School of Management Studies (SMS) of BIT, has steadily made rapid strides in achieving its vision to be a Centre of Excellence. It develops corporate leaders who make a difference in the globally competitive market through their professional competence blended with due social concern and high value system. We offer quality management education through appropriate pedagogy, equip students with strong analytical foundations for better decision making in a challenging environment. It also exposes the students to international business practice through collaborations and to inculcate necessary entrepreneurial spirit. School of Management studies has qualified and experienced faculty from various fields of management discipline.

The Internet is becoming the town square for the global village of tomorrow

- Bill Gates

Advisory Committee

- Dr. C Palanisamy, Principal, BIT
- Dr. S Jegadheeswaran, Professor i/c, Research & Development, BIT
- Mr. Karthik Veer, Chief Learner, Black Board Learning, Coimbatore

Organizing Committee

- **Convener:** Dr.J.Ashok, Director(SMS), BIT
- **Coordinator:**Dr.C.Aruljothi, AP/SMS, BIT

Dr.P.Rajkumar, Professor, SMS, BIT

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Mr.A.Prasanth, AP/SMS, BIT

Mr.J.M.Antonyraj, Research Associate/SMS, BIT

Mr.S.Nagaraj, Research Associate/SMS, BIT



School of Management Studies

**Bannari Amman Institute of Technology,
Sathyamangalam**

National Conference on Digital Marketing: Scope and Opportunities

Date : 31.10.2018

REGISTRATION FORM

Name:

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Department:

Institution and Address:

Type of Registration: Presentation/ Participation

What do you expect from this Program?

Registration Fee Paid:

Mode of Payment: RTGS / NEFT / DD / Cheque
(Pl give details):

Cash / Spot Registration

Signature of the Participant