REGISTRATION FORM

National Seminar on
Emerging Trends in Digital Marketing - Challenges and Opportunities
22nd & 23rd March, 2019

Name of the Candidate: ...........................................
Age: ........... Gender: ...........................................
College: ............................................................
Designation: Student(UG/PG) / Scholar /Faculty
Address for correspondence:
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Name of the Bank: ................................................
Date: ..................................................................

Signature of the Applicant  Signature of Principal

Address for Correspondence:
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Digital technology has opened new channels to reach and engage with the customers. It gives the consumer more opportunities to explore any kind of product from anywhere at any-time. New rules need to be framed for acquiring, engaging and retaining the consumer. Against this background Acharya Nagarjuna University announces a two day International conference Emerging trends In Digital Marketing-Challenges and opportunities, to provide an opportunity for researchers, academicians and professionals to meet, interact and exchange new research ideas

**Sub Themes**

- Digital Marketing and advertising on various platforms
- Traditional Advertising vs Digital Marketing
- Defining and Targeting different audience segments
- Digital Marketing with Data
- Influencing customers buying decision
- Content Targeting
- Building Campaign
- Analysis

**Participants’ Profile**


**Guidelines to Authors for Submission of Papers**

The paper should have a separate cover page bearing only Title of the paper and author’s Name, Designation, official address, phone number and email address.

Length of the full paper must not exceed 10 pages (including all tables, appendices and references).

Submitted papers must NOT have been previously presented, published, accepted for publication, under review. Please note that the Institute has a strict anti-plagiarism policy so originality of the work should be ensured by the authors.

The entire paper (title, abstract, keywords, main text, figures, tables, references, etc.) must be in ONE Document created in BOTH MS-Word and PDF format. All the pages of the paper must be numbered.

**About the Seminar**

Business Environment is changing quickly as today’s best technology is tomorrow’s obsolete technology. In this rapidly changing business environment, companies need to be innovative in reaching and engaging with customers in order to survive the competition. The Indian consumer is embracing digital like never before. India has about 432 million Internet users and is likely to have the second-largest user base in the world, and the largest in terms of incremental growth. This is changing the landscape of marketing in India. The dawn of digital age has disrupted the market.

**About the Acharya Nagarjuna University**

Acharya Nagarjuna University was established in 1976 and has grown into a large University with 37 Academic Departments. Now it has 55 Post-Graduate teaching-cum-research courses on the campus, while around 70 affiliated colleges offer P.G. courses. The most distinguishing feature of the University is that it has 7 exclusive research centers to pursue advanced studies in the frontier areas. ANU is a research-intensive university of global standing specializing in discovery and public policy. Our research priorities address the challenges faced by India in particular and the world in general.

**About the Department of International Business Studies**

Department of International Business Studies was established in the year 2007 at ANU. It is a self-based integrated course intended to increase tempo of International Business, industrialization, considering the growing importance of International Business in industrial and business organizations and consequent need for trained personnel. The Department maintains excellent liaison with industrial organizations and all concerned Government offices, through sending the students for field work practical training. MBA (IB) students interact regularly with corporate managers through extension lectures, workshops, seminars arranged by the department. MBA (IB) is a job oriented course, both theoretically, practically planned under semester system, to provide professional orientation to the students. The course curriculum is subjected to a thorough review and revision regularly to maintain its theoretical intensity and practical relevance. Ultimately course aim at helping students to take on leadership roles in various reputed industrial organizations. The programme in addition to class room teaching and discussions encourages self-learning through reflection besides providing multiple learning opportunities including interactions with faculty, peers, guest speakers and business leaders.
UGC-SAP Sponsored
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on
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To
Prof./Dr./Sri ____________________________

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