

# TWO DAY NATIONAL CONFERENCE ON DIGITAL MARKETING: IMPACT ON HR AND FINANCIAL SERVICES

29<sup>th</sup> – 30<sup>th</sup> January, 2024

*Organised by*

**Department of Business Management, University PG College**

**Palamuru University, Mahabubnagar, Telangana State**

*In Collaboration with*

**Department of Business Management, UCC&BM**

**Osmania University, Hyderabad**

*(As a part of Golden Jubilee Celebrations)*



**VENUE: LIBRARY AUDITORIUM, PALAMURU UNIVERSITY CAMPUS, MAHABUBNAGAR**

**BRIEF PROFILE:** Palamuru University has been established in the year 2008 by an Act of State Legislature to cater to the growing requirements of Higher Education of the region in general and of Mahabubnagar district in particular. The University started functioning from the academic year 2008-09 with the then PG College of Osmania University at Mahabubnagar as the nucleus. Since then it has been Progressing well and fast emerging as a new destination of higher learning. Palamuru University offers (17) PG courses and Ph.D. programs in nine disciplines at its main campus and three PG centers put together. There are more than 2000 students on rolls in the main campus. Palamuru University has been accredited with Grade 'B' by NAAC in November, 2018. Green Champion award has been given by MNCRE, Hyderabad.



## BUSINESS MANAGEMENT DEPARTMENT:

Liberalization, Privatization and Globalization of Indian economy along with integration of world markets have opened up horizons of prosperity and growth for business. The fast pace of changes has brought out the need to innovate newer ways of establishing and managing business. To address these needs, Palamuru University offers a full time MBA program. The primary objective of MBA programme is to provide quality education in management field as per international standards through inculcation of creative thinking, innovative practices and kaleidoscopic approach of teaching. Focus will be on industry institution linkages. The value of any MBA programme lies in the comparisons and contrasts it makes of the admission policies, approaches and future plans of the institution and its bearing on the usefulness of all that a MBA degree stands for corporate world. It was established in the year 1997 during Osmania PG College and later it was included in Palamuru University since 2008 onwards. The Department of Business Management is a dynamic department that aims at developing business leaders of the future, preparing industry-ready skilled managerial talent and entrepreneurs. Programs are available to train the students to cater to the diverse needs of industry in the fields of Marketing, Finance & HR. The Department is engaged in quality of management education which includes three specializations viz., Marketing, Human Resources and Finance. At present the Department is running Master of Business Administration (Full time) and intake is 60 students through ICET web counselling only. The department organizes various exciting activities and is guaranteed to add value to academic growth and stand students in excellent stead in the business environment with dedicated staff community.

## AIM OF THE CONFERENCE:

The National Conference on Digital Marketing 2024 (NCDM-2024), an event of the Department of Business Management, invites papers and it is held at the P.U. campus Mahabubnagar during January, 29<sup>th</sup> & 30<sup>th</sup>, 2024. Academicians, Researchers, Students and Practitioners are invited and encouraged to submit research papers in all areas of Digital. The papers for this conference can fall under the following broad categories: • Conceptual / Empirical/ Theoretical Papers (Especially from Academicians) • Posters/Practice Papers (Especially from students).

The objective of this national conference is to have increased knowledge transfer / sharing education with networking opportunities show casing innovation including thought leadership and experiencing overall professional development.

The outcomes of this Digital Marketing National Conference will be diverse and multifaceted, impacting various stakeholders involved. The specific outcomes will be participants, gain a deeper understanding of the latest trends, technologies and best practices in digital marketing and will be show casing the emerging opportunities and challenges within the digital marketing landscape.

## CONFERENCE THEME: DIGITAL MARKETING: IMPACT ON HR AND FINANCE SERVICES

### Sub-themes of the Conference: Including but not limited to

#### MARKETING

Agile Marketing  
Behavioural & Neuromarketing  
Content Marketing  
Customer Experience  
Social Media Marketing(SMM)  
Ethical and Responsible Marketing  
Influencer Marketing  
Inbound & Outbound Marketing  
Local and Geo-Targeted Marketing  
Mobile Marketing  
Omni channel Marketing  
Podcast & Webinar Marketing  
PR and Cause Marketing  
Search Engine Optimization(SEO)  
Shopper Marketing  
Video Marketing  
Viral & Buzz Marketing

#### HUMAN RESOURCE

Chat bots in HR  
Data Analytics in HR  
Digital Employee Branding  
Email Marketing for HR  
Employee Engagement online  
Learning through Digital  
Mobile Recruiting  
SEO for Job Listings  
Social Media Recruitment  
Video content for Recruitment  
FINANCE  
Chat bots and AI in Finance  
Content Marketing for Finance  
Cryptocurrency Marketing  
Online Financial Education  
SEO for Financial Websites  
SMM for Financial Institutions

#### COMPUTER SCIENCE

AI in Advertising  
Algorithmic SEO  
AR and VR Marketing  
Block Chain in Digital Marketing  
Cyber Security in Digital Marketing  
IOT and Marketing  
ML in Marketing  
Programmatic Advertising  
Social Media & Web Analytics

#### ENTREPRENEURSHIP

Agile Marketing for Entrepreneurs  
Bootstrapped Digital Marketing  
Crowdfunding Digital Campaigns  
Email marketing for Customer Retention  
Lean Start-up Marketing  
SEO for Start-ups  
SMM for early Stage Ventures

## Key Highlights of the Conference

**Paper Presentation:** All paper presenters will be given chance to present their paper and certificate will be awarded.

**Poster Presentation:** All poster presenters will be given chance to display their poster and certificate will be awarded.

**Publication opportunity:** Selected full-length papers will be considered for publication in a Book (with ISBN). Structured abstracts of the papers selected for presentation will be published in the conference proceedings and full papers.

**Paper Submission:** Length/ Word Limits Abstract of maximum 300 words, Conceptual Papers/ Empirical Papers/ Theoretical Papers: 2000 – 3000 words, Posters/ White Papers/ Practice Papers (Students) 1000-2000 words Margins 1 inch (2.5cm) from all sides Font Type & Size Times New Roman, 12 points in MS-Word Line Spacing 1.5 Title/ Cover Page Title, Author(s), Affiliation(s), Contact Details (e-mail ID & phone No.), Abstract, Key Words Limit (Max) Five. Abstract/ Full paper meeting the submission guidelines must be submitted to [ncdm2024@gmail.com](mailto:ncdm2024@gmail.com)

## Important Dates to Remember: Registration fee (Phone pe 9849445877)

Last date for Abstract (200-300 words) by **January 8<sup>th</sup>, 2024**

Last date for full paper submission of research paper: **January, 12, 2024**

The decision on the acceptance by **January, 10, 2024**

Conference Dates: **January, 29<sup>th</sup> – 30<sup>th</sup>, 2024**

### Registration Fee details:

Students	: Rs. 100
Research Scholars	: Rs. 200
Academicians	: Rs. 300
Industry Persons	: Rs. 500

*Publication Charges will be intimated soon*

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Registration Link: <https://forms.gle/ctjrDYvjzJA1oeZB6>

Whatsapp group Link: <https://chat.whatsapp.com//L6xU0DrDkL8LTpWorfB>



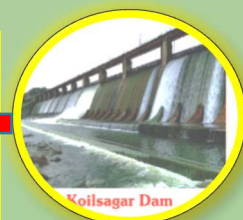
## GLIMPSES OF MAHABUBNAGAR TOWN

Mahabubnagar is the District Head Quarters Town named after Mir Mahbub Ali Khan, the 6th Nizam of Hyderabad (1869-1911). It is located at a distance of 96 Kms from Hyderabad and well connected to road and Rail net work. Mahabubnagar District, the largest in Telangana State in terms of area covered (5,285.1 sq. km) is also known as Palamuru. It is said that the famous Golconda Diamonds including the renowned KOHINOOR Diamond came from this district. Mahabubnagar district is also home to famous temples and heritage sites of historical and religions importance. One of the most delightful places to see in Mahabubnagar town is the famous 700 years Banyan Tree called 'Pillalamarri', Mayuri Eco Park, Koilsagar dam, Koilkonda fort, Sri Laxmi Venkateswara Temple Manyamkonda are the nearby among various tourist attractions. Rajiv Gandhi International Airport also known as Hyderabad International Airport, or simply RGIA, is an international airport serving the metropolis of Hyderabad located at Shamshabad, about 22 km south of Hyderabad. The Palamuru University is 95 KMS away from International Airport.



**Pillalamarri** is an 800 years old banyan tree located in Mahabubnagar, Telangana state, India. The tree is spread over 4 acres' land. It is a major tourist attraction located 4 kilometres from Mahabubnagar city.

**Koilsagar Dam** is located at Koilsagar Village of Deverakadra Mandal in Mahabubnagar District 36 kms. Koilsagar Dam is one of the famous tourist attractions of Mahabubnagar District. This medium reservoir with live water storage capacity of 60 million cubic meters (2.1 tmc ft), was constructed on the peddavagu tributary of Krishna river.



**Manyam Konda** is located about 16 Kms from Mahabubnagar District headquarters towards Raichur. This is one of the important spiritual centers in Mahabubnagar District. One can have a glimpse of the ancient caves where the sages / gurus did meditation over here. The main deity of this place is Sri Venkateswara Swamy and it is a Harihara Kshetra. This temple is located in a cave and it is perched on the top of three hills.

**Koilkonda Fort** situated around 28 km from Mahabubnagar town, the place, which is largely deserted and to reach the top, you need to walk across a deep canyon on the west or a series of streams, if coming through east, before reaching a flight of steps that leads to the fort. It is an erstwhile outpost of the Qutub Shahi dynasty, which is perched on a hilltop.



**Mayuri Central Nursery** located between Mahabubnagar and Jadcherla and 10 kms away, is an ideal location for developing the eco-tourism project in the district. As the region lies on the slopes of Bontagattu mountain range, the hilly slopes, valleys and flat mountain tops dotted with trees and a large spread of green forest cover all around provide the perfect venue for the tourists to enjoy the beauty of the region.

For more details, contact:

**Dr. S. N. Arjun Kumar**, Convener, 9849445877

Registrations:

**Dr. B. V. Raghavender, Dr. G. Ravinder Reddy, Mr. E. Rangappa, Mr. S. Suresh, A. Karunakar Reddy & Mr. M. Venkatesh**

**Cultural Co-ordinators : Dr. M. Rajashekar, 9482000025 & Dr. P. Shivakumar Singh, 998963063**

**Hospitality & Assistance team : MBA I & II Year Students**

**PALAMURU UNIVERSITY, BANDAMEEDIPALLY, MAHABUBNAGAR, TELANGANA STATE, PIN : 509001**