

International Conference - 2020-21

Date	27 th Oct- 29 th Oct 2021
Time:	9AM to 4.30 AM – All days
Venue:	CMS Business School and Online (ZOOM platform)
Online/Offline	Hybrid (Online and Offline)
Guest/Speaker Name:	Details attached in the Conference Agenda
Guest/Speaker Designation	Details attached in the Conference Agenda
Guest/Speaker Contact No & Email Id:	Details attached in the Conference Agenda
Guest/Speaker Company/ Institute Name:	Details attached in the Conference Agenda
Faculty Coordinators Name:	Prof. Krishna Koppa, Dr. Bikash Debata, Dr. Anitha Nallasivam, Dr. Anantha Subramanya Iyer K N
Topic:	DiGiXMAR '21: International Conference on Digital Marketing Experiences
Moderator (if any)	Details attached in the Conference Agenda
No. of Attendees	233
Feedback:	: 89.67% Attainment
Revenue Collected: (if any)	Rs. 1,15,940/-
Event Recording link (if any it is Online/ Hybrid):	<p>Topic: Inauguration & Master Classes Start Time: Oct 27, 2021 09:17 AM Meeting Recording: https://zoom.us/rec/share/9-JhfGI9NervsYXMqUm6yBUfh5uAiNsT0XXS_S4y03NuDxZfZafEvagvvHwyNpka.DwIFONM6EJ9ZIDwx Access Passcode: 9!J3RZjJ Topic: DiGiXMAR - Pannel Discussion - 1 Start Time: Oct 28, 2021 12:51 PM Meeting Recording: https://zoom.us/rec/share/NT03b9F8u7s6BJ5qodYCpauBpdfGETVJmNk-W24i819HnHcKQsuQOJX7qgAEpuql.MB1hjDdBtFL8sRW1 Access Passcode: .R3#ubY2 Topic: DiGiXMAR - Pannel Discussion - 2 Start Time: Oct 29, 2021 01:01 PM Meeting Recording:</p>

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	<p> https://zoom.us/rec/share/9u2ASNr4Ix4m9JvvOTGMFAQVj3vH8OC4STyhgoCqmJU-LM_QjEamlNeR0yK-tmub.m5M-_r_CZU9zjDsq Access Passcode: 9ZtMAZ\$R Topic: Valedictory Start Time: Oct 29, 2021 03:00 PM Meeting Recording: https://zoom.us/rec/share/9m_n5BOxD16ANhe4IRaifrIeQiWeB1aiKLN9iRFTT xtO-Au68wjrDXFv7qxc4Iy-.8esNs4ULV86Vs_ta Access Passcode: aksE1#ui </p>
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1. Introduction:

DiGiXMAR 2021 aims to develop a deeper understanding of the themes and derive various insights on digital marketing experiences. The conference attempts to enhance digital marketing experience by bringing to the foreground a multitude of methodological solutions by incorporating the use of artificial intelligence, machine learning and big data driven marketing. The themes will also generate accurate, advanced solutions to the fast-paced data-rich virtual world that would recognize the needs and the demands of stakeholders in the turbulent marketing landscape. Apart from providing exposure to the participants, on customer experience in the context of digital platforms, the conference will also dive deeper to understand the impact of technology, community building, ethnicity, innovations, ethics and privacy in various digital engagements. Insights identified at DiGiXMAR 2021 will help generate policy, programs and institutional recommendations which will encourage innovations in digital marketing experience and practices. An effort will be made to disseminate this knowledge as widely as possible among communities of academic researchers, administrators and policymakers in India and abroad.

2. Venue (Outside/Inside the campus): Online and Offline

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3. Program Objectives:

PO1	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

4. Guest/Speakers' Profile: Details attached in the Conference Agenda

5. Summary and Key Learnings of the session: Details attached in the Conference Agenda

6. Participant details: Same as Attendance Records

7. Details of Winners (if applicable): -

DiGiXMAR '21

DiGiXMAR '21 Trackwise - Best Paper Awards

Track No	Track Title	Paper Title	Authors
T1	Technology Based Marketing	New lens of research in marketing analytics: A Systematic Review	Dr. P S Varsha
T2	Customer Centric Digital Communication, Engagement & Channel Strategies and Sustainable Marketing Practices	HASHTAG AND MARKETING CAMPAIGN ON TWITTER: SMARTPHONE INDUSTRY PERSPECTIVE	Mr. Sonal Vohra Dr. Prabha Kiran Dr. Anni Arnav



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T3	Consumer Behaviour & CRM in Digital Space	Contextual factors influencing 'Fatigue in Digital Experience' and possible coping strategy: with some reference to the Covid times	Ms. Shilpa Pradeep Dr. Satyajeet Nanda Ms. Jija Rakte
T4	Digital Channels for B2C & B2B Markets	The Unprecedented digital experience for working women – Extending the Transactional theory of stress	Dr. Uma Warriar Dr. Suraj Shah Prof. Maurvi Vasavada
T5	Marketing of Digital Experience in FinTech, HR & Operations	Digital Detoxing: Ensuring Employee Wellbeing at Digital Workplace	Dr. Umasankar .M Dr. Padmavathy .S Dr. Kavitha Desai
T6	Legal & Ethical Aspects of Digital Marketing	Examining Cryptocurrencies – A focus on investors' behavior	Ch. Aditya Sai Dr. Preetha Chandran
T7	Digital Trends in Fashion, Gaming, Entertainment, Sports & Recreation	Classy way-of-life or Flashy show-off? Exploring Perceptions about Luxury Consumers	Dr. Sangeeta Devanathan
T8	Digital Experience in Services	Evaluating Service Quality in Indian Wellness Tourism using Sentiment Analysis	Mr. Dibya Nandan Mishra Dr. Rajeev Kumar Panda Dr. K C Prakash
DC	Doctoral Colloquium	Role of Spirituality and Happiness on Unethical Behavior of Employees	Ms. Saritha S R Dr. Ujjal Mukherjee

DiGiXMAR '21 Best Paper of the Conference

Track No	Track Title	Paper Title	Authors
T4	Digital Channels for B2C & B2B Markets	The Unprecedented digital experience for working women – Extending the Transactional theory of stress	Dr. Uma Warriar Dr. Suraj Shah Prof. Maurvi Vasavada

DiGiXMAR '21 Best Student Poster - Winner

SI No	Poster Number	Topic Name	Names of the Participants
1	53	Brand Entertainment	Abhishek Sharma Arnab Mondal

DiGiXMAR '21 Best Student Poster - Runner Up

SI No	Poster Number	Topic Name	Names of the Participants
1	1	Digital Channels For B2C& B2B	Anju Anoop Thanvitha J Saidhanyakumar M Nandalal Biswas



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2	8	Data Privacy and Advertising - A Guide Or An End	Jude Mahendra Pratheeksha SB Yashas	Passana G K HR Bhatta
3	41	New Trends In E Tourism	Debtana Dey	
4	50	Future of Healthcare Operations	G Manoj Puneeth Sai Reddy	Kirathiya Kumar

8. Details of the judges (if applicable): -

Conference Tracks

Track 1: Technology Based Marketing

LH No: 201, 2nd Floor

ZOOM Meeting ID: 485 947 7359

Passcode: 12345

9.15 AM – 12.00 PM

Track Chairs

Dr. Sandeep Ojha,

*Senior Faculty, University of Technology and Applied Sciences,
CAS, Salalah, Sultanate of Oman*

Dr. Sreekumar,

*Professor, Entrepreneurship Development Institute of India,
India*

Track 2: Customer Centric Digital Communication, Engagement & Channel Strategies and Sustainable Marketing Practices

LH No: 202, 2nd Floor

ZOOM Meeting ID: 752 373 1472

Passcode: 12345

9.15 AM – 12.00 PM

Track Chairs

Dr. Arasu Rangaswami

*PRINCIPAL at University of Madras (University Constituent College)
India*

Dr. Shilpa Gopal,

*Asst Professor-SG, Manipal Academy of Higher Education, Manipal
India*

Track 3: Consumer Behaviour & CRM in Digital Space

LH No: 203, 2nd Floor

ZOOM Meeting ID: 601 567 7053

Passcode: 12345

9.15 AM – 12.00 PM

Track Chairs

Dr. Rose Kavitha,

*Professor – MBA Department, New Horizon College of Engineering, Bengaluru,
India*

Dr. Abhishek Srivastava



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*Professor, Gopal Narayan Singh University, Jamuhar, Sasaram, Rohtas
India*

Track 4: Consumer Behaviour & CRM in Digital Space, Digital Channels for B2C & B2B Markets and Marketing of Digital Experience in FinTech, HR & Operations

LH No: 209, 2nd Floor

ZOOM Meeting ID: 402 463 6074

Passcode: 12345

9.15 AM – 12.00 PM

Track Chairs

Dr. A M Sakkthivel,

*Professor of Marketing with Skyline University College, Sharjah,
United Arab Emirate*

Dr. Gautam Bandyopadhyay,

*National Institute of Technology, Durgapur,
India*

Track 5: Marketing of Digital Experience in FinTech, HR & Operations

LH No: 210, 2nd Floor

ZOOM Meeting ID: 801 969 3518

Passcode: 12345

9.15 AM – 12.00 PM

Track Chairs

Dr. Rajeev Kumar Panda

*Associate Professor and Head, School of Management, National Institute of Technology, Rourkela,
India*

Dr. Chandan Chavadi,

*Dean and Professor, Presidency School of Business, Bangalore
India*

Panel Discussion: Research in the Cross Cultural Landscape

Seminar Hall No 3, 1st Floor

ZOOM Meeting ID: 9742 2157 715

Passcode: 12345

1.00 PM – 3.00 PM

Panellists

Dr. Rajesh Iyer

Professor, Bradley University

USA

Dr. Rajnish Ratna

*Associate Professor, Gedu College of Business Studies, Royal University of Bhutan
Bhutan*

Dr. Harold Andrew Patrick

Dean and Professor, CMS Business School, JAIN (Deemed-to-be University)

India

Student Poster Presentation

LH No: 201, 2nd Floor

ZOOM Meeting ID: 445 315 4088

Passcode: 12345

3.15 PM – 4.15 PM

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Jury

Dr. Rajeev Verma
*Associate Professor, Chandragupt Institute of Management Patna,
India*

Dr. Siba Sankar Mahapatra,
*Professor, National Institute of Technology, Rourkela
India*

Dr. Bikash Ranjan Debata
*Associate Professor, CMS Business School, JAIN (Deemed-to-be University),
India*

Dr. Anitha Nallasivam
*Professor, CMS Business School, JAIN (Deemed-to-be University),
India*

Day 3: 29th Oct '21

Conference Tracks

Track 6: Legal & Ethical Aspects of Digital Marketing

LH No: 201, 2nd Floor

ZOOM Meeting ID: 299 911 1235

Passcode: 12345

9.30 AM – 11.00 AM

Track Chairs

Dr. Raj Kovid,
*Professor, Department of MBA, Sharda University, Greater Noida,
India*

Dr. Vasudevan M,
*Asst Professor, Christ (Deemed to be University), Bangalore,
India*

Track 7: Digital Trends in Fashion, Gaming, Entertainment, Sports & Recreation and Digital Experience in Services

LH No: 202, 2nd Floor

ZOOM Meeting ID: 542 571 0145

Passcode: 12345

9.30 AM – 11.00 AM

Track Chairs

Dr. Usha Seshadri,
*Assistant Professor (Marketing)- VIT AP University, Distinguished Fellow and Professor (Honorary) at Centre
for Research & Training (NFED)
India*

Dr. S Jayakrishnan,
*Associate Professor - Marketing, SDMIMD, Mysore,
India*

Track 8: Digital Experience in Services

LH No: 203, 2nd Floor

ZOOM Meeting ID: 839 419 1626

Passcode: 12345

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9.30 AM – 11.00 AM

Track Chairs

Dr. Doris Padmini S. Selvaratnam,
*Head, Faculty of Economics and Management, Universiti Kebangsaan, Bangi
Malaysia*

Dr. G Beriha
*Associate Professor, Sambalpur University, Odisha
India*

Mr. Rajesh Pawar,
*Sr. Vice President, Digital Engineering Services (Global delivery), Cigniti Technologies
India*

Doctoral Colloquium

LH No: 209, 2nd Floor

ZOOM Meeting ID: 740 653 9250

Passcode: 12345

9.30 AM – 11.00 AM

Track Chairs

Dr. Thamarai Selvan Natarajan,
*Professor, National Institute of Technology, Tiruchirappalli
India*

Dr. Siba Sankar Mahapatra,
*Professor, National Institute of Technology, Rourkela
India*

Best paper presentations

LH No: 210, 2nd Floor

ZOOM Meeting ID: 445 315 4088

Passcode: 12345

11.15 AM – 12.15 PM

Jury

Dr. Thamarai Selvan Natarajan,
*Professor, National Institute of Technology, Tiruchirappalli
India*

Dr. Rajeev Verma
*Associate Professor, Chandragupt Institute of Management Patna,
India*

Dr. Sridhar G.
*Professor, IIM (Kozhikode),
India*

Dr. Srikanta Swamy
*Research mentor, Research Centre, JAIN (Deemed-to-be University),
India*

Panel Discussion: Digital Transformation of Organisations: Design or Default?

Seminar Hall No 3, 1st Floor

ZOOM Meeting ID: 9442 0225 333

Passcode: 12345

1.00 PM – 2.45 PM

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Panellists

Rupak Agarwal
CEO, *evueme.ai*
India

Anand Narayanan
Vice President, CMA and CHRO, Beroe Inc, Associate Professor,
India

Sridevi Sira
National Lead Future Skills Academia, NASSCOM Future Skills,
India

Manish Prasad
CEO and MD, EngConvo,
India

Dr. Rajeev Verma
Associate Professor, Chandragupt Institute of Management Patna,
India

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176	Mr. Sagar Biswas	sagarbiswaskol2015@gmail.com
177	Mr. Nareddy Saivikas Reddy	saivikas.pg20077@isbr.in
178	Mr. Samarth Dandin	samarth_dandin21@cms.ac.in
179	Dr. Sandeep Ojha	sandeep.sal@cas.edu.om
180	Dr. Sandhir SHARMA	sandhir@chitkara.edu.in
181	Dr. Sangeeta Devanathan	sangeeta.d@cms.ac.in
182	Dr. Rangasamy Sangeetha	sangeetha.r@christuniversity.in
183	Ms. Sarah Elizabeth D'Lima	sangeetha.r@christuniversity.in
184	Ms. Vaddi Jahnavitha	sangeetha.r@christuniversity.in
185	Dr. Santhosh.M	santhoshm@rvei.edu.in

International Conference - 2020-21

186	Mr. Saravanan Balasundaram	saran@handigital.com
187	Ms. Saritha S R	saritha_sr@cms.ac.in
188	Prof. Sateesh Kumar T K	sateeshkumartk@yahoo.co.in
189	Prof. Sateesh Kumar T K	sateeshkumartk@yahoo.co.in
190	Dr. Saurabh Srivastava	saurabh.sri@smvdu.ac.in
191	Ms. Seetha S	seetha_s21@cms.ac.in
192	Ms. Yashaswini Lingaraj	seetha_s21@cms.ac.in
193	Dr. Thamarai Selvan Natarajan	selvanthamarai27@gmail.com
194	Dr. Shalini Talwar	shalini.t@somaiya.edu
195	Dr. Sheikha Said Mohammed Al-Subhi	sheikha.alsubhi@hct.edu.om
196	Dr. Shilpa Gopal	shilpa.gopal@manipal.edu
197	Ms. Shilpa Pradeep	shilpa.pradep@gmail.com
198	Mr. Shivam Singhal	shivam.pg20127@isbr.in
199	Mr. Shradesh R Bhandare	shradesh_b2021@cms.ac.in
200	Mr. Shreyas MR	shreyas_m21@cms.ac.in
201	Dr. Sireesha Nanduri	sireesha_n@cms.ac.in
202	Mr. Krishna Kumar Brahma	sireesha_n@cms.ac.in
203	Dr. Sisir Ranjan Dash	sisir.dash@cutm.ac.in
204	Mr. Skanadan Sheshadri	skandan_S20@cms.ac.in
205	Dr. Shah Suraj Manojkumar	sms01@ganpatuniversity.ac.in
206	Mr. Sohan Bailur	sohanhnr@gmail.com
207	Mr. Sonal Vohra	sonal.vohra@mba.christuniversity.in
208	Dr. Sreekumar	sreekumar42003@yahoo.com
209	Mr. Srikanth Venkatesan	srikanth.pg20142@isbr.in
210	Dr. Srinivasan K	srini11189@gmail.com

**International Conference - 2020-21**

211	Dr. K Damodaran	sssesn1@yahoo.com
212	Mr. Sudarshan Naganathan	sudarsan.naganathan@yahoo.co.in
213	Dr. Sultana Sabina Chowdhury	sultana.sabina@ulab.edu.bd
214	Dr. Suresh A.S.	suresh.a@christuniversity.in
215	Dr. Suresh M.R.	suresh@sdmimd.ac.in
216	Dr. M.Suresh	sureshphdbu@gmail.com
217	Dr. Suyog Suresh Upasani	suyog.upasani@gmail.com
218	Dr. Swapna.H.R	swapna.hulimavu@gmail.com
219	Dr. Tinu Jain	t.jain@imi-k.edu.in
220	Dr. Tamilarasi	tamilars2@srmist.edu.in
221	Ms. Tazrian Shahid	tazrian.shahid@ulab.edu.bd
222	Dr. Tejas Vyas	tejas20in@gmail.com
223	Dr. Ujjal Mukherjee	ujjal.m@cms.ac.in
224	Dr. Umasankar M	umasankar.m@christuniversity.in
225	Dr. Uma Warriar	umawarriar@cms.ac.in
226	Dr. Usha Seshadri	usha.seshadri@vitap.ac.in
227	Dr. P S Varsha	varsha.ps@presidencyuniversity.in
228	Dr. Vasudevan M	vasudevan.m@christuniversity.in
229	Dr. Vikas Mehra	vikas.mehra@vitap.ac.in
230	Dr. Vinayak Anil Bhat	vinayak_ab@cms.ac.in
231	Dr. V. Selvam	vselvam@vit.ac.in
232	Ms. Vyshnavi Konakalla	vyshnavi.konakalla@mba.christuniversity.in
233	Dr. Koubaa Yamen	ykoubaa@em-normandie.fr

10.Participants' Feedback, Feedback Analysis and Attainment Calculation:**Feedback Analysis**



International Conference - 2020-21

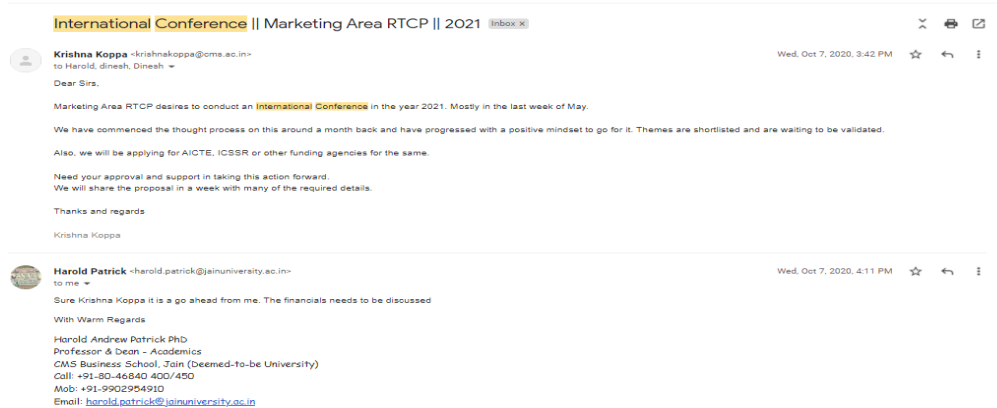
	Wt Score ⁴	5	4	3	2	1				
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score	%age
How well was the objective of the Conference achieved?	PO1 PO2 PSO1	134	75	21	2	1	233	1038	1165	89%
Effectiveness of Expert Session?	PO2 PO3 PO7 PSO1	122	78	31	2	0	233	1019	1165	87%
Effectiveness of Technical Sessions?	PO2 PO3 PSO1 PSO3	118	93	20	0	2	233	1024	1165	88%
Effectiveness of Panel discussion?	PO3 PO4 PO6 PO7	136	79	16	2	0	233	1048	1165	90%
Satisfaction from overall learning?	PO4 PO5 PSO3	143	79	9	1	1	233	1061	1165	91%
Infrastructure and logistics satisfy me		129	88	15	0	1	233	1043	1165	90%

Attainment Calculation

POs	Q1	Q2	Q3	Q4	Q5	Captured By	Total Attainment Score	Level Achieved
PO1	89%					Q1	89%	3
PO2	89%	87%	88%			Q1 Q2 Q3	88%	3
PO3		87%	88%	90%		Q2 Q3 Q4	88%	3
PO4				90%	91%	Q4 Q5	91%	3
PO5					91%	Q5	91%	3
PO6				90%		Q4	90%	3
PO7		87%		90%		Q2 Q4	89%	3
PSO1	89%	87%	88%			Q1 Q2 Q3	88%	3
PSO2								
PSO3			88%		91%	Q3 Q5	89%	3

11. Proposals for the Event/Programme:

International Conference - 2020-21



12.Minutes of Meetings:

Minutes of Meeting: 1 – International Conference 2021

Meeting Title	Initiation meeting on the Planned International Conference 2021: Area Selection.	
Date of Meeting	09/08/2020	
Meeting Venue	Online Zoom Platform	
Meeting Agenda	To discuss the Area for the International Conference and the probable titles	
In Attendance	Name	Title/ Department/ Organization
	1. Prof. Krishna Koppa 2. Dr. Satish Kumar 3. Prof. Anantha Subramanya Iyer 4. Dr. Bikash RD 5. Dr. Anitha Nallasivam 6. Dr. M Govinda Raj 7. Dr. Mahalakshmi S	RTCP Area Chair Marketing Faculty – Marketing (Member Conf. Comt.) Faculty – Marketing (Member Conf. Comt.) Faculty – Marketing (Member Conf. Comt.) Faculty – Marketing (Member Conf. Comt.) Faculty – Marketing (Member Conf. Comt.) Faculty – Marketing (Member Conf. Comt.)
Key Meeting Outcomes		
1.	As the committee members came prepared to the meeting with adequate literature survey, the discussion quickly started in the right direction. The areas of study in which this proposed International Conference 2021 to be conducted were discussed in detail and few areas relating to Digital Marketing were selected.	
2.	The Digital Marketing has been to be the areas of focus for this International Conference	
3.	A couple of titles for the conference were framed by combining the areas of focus and will be tabled for approval in the next meeting. The Dates 29 th & 31 st July 2021 was approved by the committee & will seek the approval from Dean & Director	

International Conference - 2020-21

Action Plans if Any (also mention 'First Person Responsible (FPR)')	
1.	The Committee will organize a meeting with Dean and Director discuss get the approval for the title & dates
2.	The entire Conference Core team and Marketing Area Faculty will be involved in contacting the experts and get their opinion for the conference theme
3.	Dr. AN will find out the possibilities to approach AICTE for funding

Minutes of Meeting: 2 – International Conference 2021

Meeting Title	Planning & Approval meeting on the Proposed International Conference -2020	
Date of Meeting	14/08/2020	
Meeting Venue	Online Zoom Platform	
Meeting Agenda	To get the approval for the International Conference - 2021 with Director & Deans	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Prof. Krishna Koppa	RTCP Area Chair Marketing
	4. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	5. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	8. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	9. Dr. Mahalakshmi S	Faculty – Marketing (Member Conf. Comt.)
	10. Mr. Harsha	Admin Manager
Key Meeting Outcomes		
1.	<p>The Date, Topic, Resource Person's Selection, Brochure & Certificate Designs, Registration Fees were approved by the Director & Deans.</p> <p>The Conference Title approved was: DiGiXMAR '21, The International Conference on Digital Marketing Experiences</p> <p>10 Tracks and 100 Sub themes were identified</p> <p>Research Papers will be called for based on sub themes.</p> <p>A best paper award per track with a cash prize of Rs.5,000/- for each track and One overall best paper of the conference with a cash prize of Rs. 10,000/- has been approved.</p>	
2.	<p>The Logistics Requirements and other Infrastructure requirements were reviewed and approved by the Director & Deans</p> <p>Conference Kit details were also finalized and approved.</p>	
3.	<p>All other requirements were noted and approved</p> <p>Various publishers to be roped in publishing the conference papers in various journals.</p> <p>The papers presented in this conference will be published (based on the willingness of the authors) Selected SCOPUS indexed journals</p>	
Action Plans if Any (also mention 'First Person Responsible (FPR)')		
1.	The Committee will organize two meetings & dry run with Director & Deans before the Conference	
2.	Prof. A S Iyer, Dr. Sharat Kumar and Prof. Suparna Ghosal will take care of brochure, budget & certificate	

International Conference - 2020-21

	designs and other arrangements by coordinating with Admin executives.
3.	The Conference Core team will start off with Marketing & Managing activities, Registrations
4.	Committee Members will work with Area Chair and Marketing Area faculties to identify the conference track chairs, country chairs and reviewers.

Minutes of Meeting: 3 – International Conference 2021

Meeting Title	Meeting for the Approval of various important aspects	
Date of Meeting	10/09/2020	
Meeting Venue	Online Zoom Platform	
Meeting Agenda	Approval of Conference Board Members, Guests, Country Chairs & Track Chairs, Logo and Brochure Design.	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Prof. Krishna Koppa	RTCP Area Chair Marketing
	4. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	5. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	8. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	9. Dr. Mahalakshmi S	Faculty – Marketing (Member Conf. Comt.)
	10. Mr. Harsha	Admin Manager
Key Meeting Outcomes		
1.	The identified conference board members, guests, country & track chairs were approved.	
2.	The conference logo and brochure designs were approved	
3.	Conference registration fees and best paper prize money as well as number of tracks were also discussed, reviewed and approved.	
Action Plans if Any (also mention 'First Person Responsible (FPR)'		
1.	Prof. A S Iyer, Prof. Suparna Ghosal and Dr. Sharath Kumar will take care of the brochure completion	
2.	The conference team along with marketing area faculty will coordinate to finalize the board members, guests, country and track chairs for the conference.	
3.	Mr. Harsha will take care of any other requirements	

Minutes of Meeting: 4 – International Conference 2021

International Conference - 2020-21

Meeting Title	Progress Review Meeting of DiGiXMAR '21: International Conference	
Date of Meeting	15/11/2020	
Meeting Venue	Zoom Online Platform	
Meeting Agenda	To check the progress made on various fronts regarding DiGiXMAR '21 International Conference with Director & Deans	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Prof. Krishna Koppa	RTCP Area Chair Marketing
	4. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	5. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	8. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	9. Dr. Mahalakshmi S	Faculty – Marketing (Member Conf. Comt.)
	10. Mr. Harsha	Admin Manager
	11. Ms. Rajani	Admin Executive
Key Meeting Outcomes		
1.	The Brochure, Certificates, Best paper award, Honorarium, Fees, Backdrop and other important aspects were approved, the resource persons, Track Chairs were reviewed again and approved.	
2.	The Logistics Requirements and other Infrastructure requirements were reviewed and the progress was verified by the Director & Deans Conference Kit and its contents were reviewed and approved for final assembly.	
3.	The communication with the Publication partners and NASSCOM, Application to AICTE for funding were discussed and approved. Brochure was approved with design and content details	
Action Plans if Any (also mention 'First Person Responsible (FPR)'		
1.	Prof. Krishna Koppa will keep track of the progress of the Conference	
2.	Dr. Anitha N will take care of Applying to AICTE for funding	
3.	The conference committee will start accumulating the database for marketing the conference	
4.	Other requirements will be taken care by the Admin Team	

Minutes of Meeting: 5 – International Conference 2021



International Conference - 2020-21

Meeting Title	Program Rescheduling Meeting	
Date of Meeting	21/06/2021	
Meeting Venue	Zoom, Online Platform	
Meeting Agenda	To Reschedule the dates for the DiGiXMAR '21 International Conference – 2021	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Prof. Krishna Koppa	RTCP Area Chair Marketing
	4. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	5. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	8. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	9. Dr. Mahalakshmi S	Faculty – Marketing (Member Conf. Comt.)
	10. Mr. Harsha	Admin Manager
	11. Ms. Rajani	Admin Executive
Key Meeting Outcomes		
1.	This meeting was held to reschedule the DiGiXMAR '21 International Conference – 2021! Dates as there were several delays in various aspects of conference due to Covid Restrictions.	
2.	The International Conference Dates were rescheduled to October 27th to 29th 2021	
3.	All the Progress made so far regarding various aspects of the conference were reviewed. It was also decided to schedule two pre conference conclaves on 25th Sept 2021 and 23rd October 2021.	
Action Plans if Any (also mention 'First Person Responsible (FPR)'		
1.	The Committee will organize one meeting to check the progress of the Conference	
2.	Prof. Krishna Koppa, Dr. Bikash will take care of all other arrangements by coordinating with Admin executives.	
3.	Dr. Anitha N & Dr. A S Iyer will look at communication with KW & External Resource Persons and Marketing of the Conference	
4.	The conference team will coordinate with conference track chairs	

Minutes of Meeting: 6 – International Conference 2021

International Conference - 2020-21

Meeting Title	Pre Conference Meeting of the International Conference on Digital Marketing Experiences – DiGiXMAR '21	
Date of Meeting	26/10/2021	
Meeting Venue	Meeting Room - 305	
Meeting Agenda	To check the action plan & final Preparations for the International Conference DiGiXMAR – '21	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Harold Andrew Patrick	Dean – Research
	2. Prof. Krishna Koppa	RTCP Area Chair Marketing
	3. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	4. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	5. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	8. Mr. Harsha	Admin Manager
	9. Ms. Rajani	Admin Executive
Key Meeting Outcomes		
1.	This meeting was held to see the final preparations, agenda etc fine tune the flow of various activities at DiGiXMAR '21, The Accepted Papers & registration status was found to be good. The plan B to tackle any technical Issues were reviewed and approved. The status of Experts, Track chairs and Guests were checked and found good.	
i2.	The Internal faculty allocation list for various Conference Tracks were reviewed. Prof. Suparna Ghosal will be the MC for Inauguration, Dr. Sangeeta D will be the MC for Valedictory. Other details in the Program Agenda were approved.	
3.	The conference is decided to run in hybrid mode both physically and through the Zoom Meeting Platform & the Class Rooms and Zoom IDs for Track sessions are created by Committee Members and are shared with applicable participants & track chairs. Seminar Hall – 3 has been allocated for all the main events of the Conference	
Action Plans if Any (also mention 'First Person Responsible (FPR)'		
1.	Prof. Krishna Koppa, Dr. Anitha N & Dr. Bikash will be taking care of Inauguration Conference	
2.	Dr. Satish Kumar & Dr. AS Iyer are taking care of Valedictory	
3.	The Committee members will take care of Track Sessions	

Minutes of Meeting: 7 – International Conference 2021

International Conference - 2020-21

Meeting Title	Closure Meeting: International Conference on Digital Marketing Experiences – DiGiXMAR '21	
Date of Meeting	30/10/2021	
Meeting Venue	Board Room - 1	
Meeting Agenda	Summing up of DiGiXMAR '21	
In Attendance	Name	Title/ Department/ Organization
	1. Dr. Dinesh N	Director
	2. Dr. Harold Andrew Patrick	Dean – Research
	3. Prof. Krishna Koppa	RTCP Area Chair Marketing
	4. Dr. Satish Kumar	Faculty – Marketing (Member Conf. Comt.)
	5. Prof. Anantha Subramanya Iyer	Faculty – Marketing (Member Conf. Comt.)
	6. Dr. Bikash RD	Faculty – Marketing (Member Conf. Comt.)
	7. Dr. Anitha Nallasivam	Faculty – Marketing (Member Conf. Comt.)
	8. Dr. M Govinda Raj	Faculty – Marketing (Member Conf. Comt.)
	9. Mr. Harsha	Admin Manager
	10. Ms. Rajani	Admin Executive
Key Meeting Outcomes		
1.	This meeting was held to analyze and sum-up the DiGiXMAR 2021 event, to assess the overall performance and to address the issues.	
2.	Director & Deans suggested the committee members to improve the reach of the Conference to more number of people belonging to Industry and Academia. However the extent of participation during pandemic was appreciated.	
3.	Overall, DiGiXMAR '21 was conducted without any technical issues or any other issues, Director and Dean congratulated the Conference Committee for their efforts and asked the committee to prepare proposal for such initiatives further.	
4.	The overall feedback was also taken and was very positive & participants appreciated the punctuality and the manner with which the conference was conducted online. Now the Task of Publication of selected and presented papers in the conference; through the publication partnering journals	
Action Plans if Any (also mention 'First Person Responsible (FPR)'		
1.	Prof. Krishna Koppa & Dr. A S Iyer will prepare report of the DiGiXMAR '21 and send it to IQAC	

13. Budget: -

International Conference - 2020-21



Department of Management Studies

Budget Estimation for International Marketing Conference: 29th -31st July, 2021


DiGixMar 2021: International Conference on Marketing Digital Experience

SI No	Heads of Expenditure	Number	Unit Cost	Amount
1	Pre-conference printing (announcements, abstracts, etc.)	NA	NA	30,000.00
2	Banners/Folders, Pen and other stationery material for registration and Certificate printing and brochure printing	350	450	157,500.00
3	Hospitality to participants /resource persons (Tea, Snacks & Lunch) (3 Days)	280	850	238,000.00
4	Boarding and lodging charges for out stationed participants/Experts/ resource persons	60	4,500	270,000.00
5	TA/DA & Honorarium to External Experts/ resource persons	25	13,520	338,000.00
6	Misc. expenditure (short visit , Industry visit) etc.	NA	NA	50,000.00
7	Publication of Proceedings (Online/printed/CD) with ISSN Number	300	150	45,000.00
8	Any other required expenditure (Subsidy under SC/ST Category)	NA	NA	60,000.00
Grand Total				11,88,500.00
Total in Words :		Rupees Eleven Lakh Eighty Eight Thousand Five Hundred Only		

International Conference - 2020-21

14. Trailing Emails/communications:

Grant for Organizing **Conference** - Inbox X ✕ 📄 📧


Dr. Anitha Nalasisvam <dr.anithanalisivam@cms.ac.in>
 to me, Govindaraj, Anantha, mahalakshmi, Bikash, Satish ▾

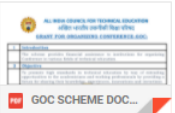
Fri, Oct 9, 2020, 9:59 AM ☆ ↶ ⋮

Dear Colleagues


Kindly have a look at the attached documents to apply for the grant for conducting the **conference**. Since it has to be submitted before 8 months the attached documents may support us to understand the immediate requirements and proceed further.

Regards
 Dr Anitha Nalasisvam B.Tech , MBA, PhD
 Professor - Marketing
 Jain CMS Business School
 Bangalore
 Mobile : 9943993307
 Email : dr.anithanalisivam@cms.ac.in

2 Attachments 📄 📧




GOC SCHEME DOC...



format.pdf

Budget Estimate for Marketing **Conference** 2021 Inbox X 📄 📧


Anantha Subramanya Iyer K N <asi@cms.ac.in>
 to me ▾

Sun, Oct 11, 2020, 5:54 PM ☆ ↶ ⋮

Dear Sir,


Please find the attached Excel file with Budget Estimate for Both Physical & Virtual Marketing **Conference** 2021.

Sheet 1: Budget Estimate for Offline **Conference**
 Sheet 2: Budget Estimate for Online **Conference**

As discussed, I have not included several other expenses like food, brochure, certificate, stationary and other support materials in the Offline **Conference** Budget Estimate.

Kindly let me know any changes are to be made.

Thanks & Regards
 A S Iyer
 CMS BS



Budget Planning 2...

International Conference - 2020-21

International Conference - Marketing || 2021 || Proposal Note Inbox X



Krishna Koppa <krisnakoppa@cms.ac.in>
 to Harold, Dinesh

Thu, Oct 15, 2020, 9:36 AM ☆ ↶ ⋮

Dear Sirs,

I refer to my earlier mail on this subject and thank you for your support in giving us a go ahead.

Please find the proposal note along with the estimated budget note.

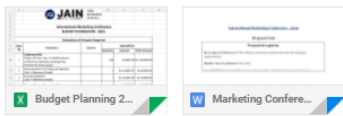
We, at Marketing Area, have a firm belief in ourselves that we have requisite capabilities to host and conduct this kind of **conference** that would add immense value to our business school. We have already been meeting among ourselves for the last one month and have built conviction to go for it.

Based on your approval, we will also be applying for AICTE and/or ICSSR funding for the same. However, if that gets awarded to us, we can adjust the same in the total budget estimated.

Request you to look into the proposal and approve the same. We want to make this **International Conference** a yearly event based on your inputs and support.

Thanks and regards
 Krishna

2 Attachments ↓ ↻



International Conference - Marketing || 2021 || Proposal Note Inbox X



Krishna Koppa <krisnakoppa@cms.ac.in>
 to Harold, Dinesh

Thu, Oct 15, 2020, 9:36 AM ☆ ↶ ⋮

Dear Sirs,

I refer to my earlier mail on this subject and thank you for your support in giving us a go ahead.

Please find the proposal note along with the estimated budget note.

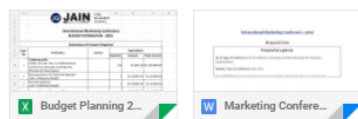
We, at Marketing Area, have a firm belief in ourselves that we have requisite capabilities to host and conduct this kind of **conference** that would add immense value to our business school. We have already been meeting among ourselves for the last one month and have built conviction to go for it.

Based on your approval, we will also be applying for AICTE and/or ICSSR funding for the same. However, if that gets awarded to us, we can adjust the same in the total budget estimated.

Request you to look into the proposal and approve the same. We want to make this **International Conference** a yearly event based on your inputs and support.

Thanks and regards
 Krishna

2 Attachments ↓ ↻



International Conference - 2020-21

15. Any other related details: - Conference Valedictory Report

DiGiXMAR '21: Conference Valedictory Report

Marketing area of CMS Business School, JAIN (Deemed-to-be University) initiated this idea of organizing an international conference in digital landscape under the leadership of Prof. Krishna Koppa, RTCP Area Chair in August 2020.

After much deliberations within the department, with the industry and academic experts across the globe including marketing gurus Dr. Phillip Kotler, Dr. A Parashuraman and many more, the conference was conceptualized and named as “International Conference on Digital Marketing Experiences” and branded as DiGiXMAR '21. The conference was planned to be conducted from 29th to 31st July 2021.

The Core committee was formed, lead by Prof. Krishna Koppa with members Dr. Bikash Ranjan Debta, Dr. Anitha Nallasivam, Dr. R. Satish Kumar, Dr. M. Govindaraj and Dr. Anantha Subramanya Iyer K. N.

With the support of the entire faculty of marketing area headed by Dr. Sangeeta Devanathan, Area Chair, Marketing guided by Dr. Dinesh Nilkant, Director, CMS Business School and Dr. Harold Andrew Patrick, Dean, CMS Business School, the conference started to take shape.

The conference committee approached AICTE for funding, AICTE gracefully agreed to sponsor the DiGiXMAR '21 International Conference. DiGiXMAR '21 was also supported by NASSCOM, Learner's Mobile, Elsevier, Springer, Inderscience, IGI Global and AJBR.

Conference had 10 Tracks & 100 themes, 3 master classes, 2 panel discussions and one student poster competition, doctoral colloquium for research scholars, 25 country chairs, 16 key speakers, more than 100 national and international reviewers.

However due to COVID-19 Pandemic, the DiGiXMAR '21 Conference was rescheduled to start from 27th to 29th October 2021. The conference was conducted in hybrid mode as planned earlier. Two pre-conference conclaves were organized in the months of September and October 2021.

The conference received 78 research papers, 56 posters from students, out of which 66 papers were presented and 54 posters were evaluated. 10 tracks were merged to become 8 tracks based the research papers received.

The conference was kick started with an inauguration session on 27th October 2021, followed by master classes.

International Conference - 2020-21

Eight Track wise best papers were selected and one overall D DiGiXMAR '21 best paper of the conference was also selected. One winner and four runner-up prizes were given for the student posters.

The conference has become a reality and highly successful because of the tremendous support extended by everyone involved.

The conference was concluded with the valedictory on 29th October 2021.

16. Pictures for the Event:



DiGiXMAR '21 – Dr. Harold Andrew Patrick, Dean, CMS Business School, Addressing the Gathering in the Inaugural Session on 27th October 2021 at Seminar Hall – 3.



DiGiXMAR '21 – Prof. Krihsna Koppa, RTCP Area Chair, CMS Business School, Lighting up the lamp in the Inaugural Session on 27th October 2021 at Seminar Hall – 3.

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DiGiXMAR '21 – Dr. Kaup Mohammed, Guest Speaker, Addressing the Gathering in the Key note address on 27th October 2021 at Seminar Hall – 3.



DiGiXMAR '21 – Dr. Arpan K Kar, Resource Person, Delivering a Master class session on 27th October 2021 at Seminar Hall – 3.



DiGiXMAR '21 – Dr. Rim J, Resource Person, Delivering a Master class session on 28th October 2021 at Seminar Hall – 3.

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17. Brochure (if any): Attached





International Conference - 2020-21

Chief Patrons

Dr. Chinnaj Roychand
Chancellor, JAIN (Deemed-to-be University)

Col (Honry) Dr. N. Sundarajan
Pro-Chancellor, JAIN (Deemed-to-be University)

Professor (Dr.) Raj Singh
Vice-Chancellor, JAIN (Deemed-to-be University)

Patrons

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Director, CMS Business School
JAIN (Deemed-to-be University)

Dr. Harold Andrew Patrick
Professor & Dean - Academics, CMS Business School,
JAIN (Deemed-to-be University)

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Professor of Marketing & Innovation
University of Manouba
Tunisia

Dr. Subhas Managuli
Former Vice Chancellor
Sri Nithyaadevanaya University
India

Mr. D P Dash
CEO
ADR Synthetic & Sports Pvt Ltd.
India

Dr. Sam Gardbound
Partner Engagement Manager - Digital Services
Australian Trade and Investment
Commission (Austrade)
Australia

Dr. Siba Sankar Mahapatra
Professor
National Institute of Technology (Rourkela)
India

Key Speakers

Mr. Abhaak Singh
Senior Partner and Managing Director,
The Boston Consulting Group, Mumbai
India

Dr. Elani Anoykati
Operation and Development Manager,
Coventry University Enterprises Ltd
United Kingdom

Dr. Sean McCoy
CEO
HKL M BRANDING
South Africa

Dr. Rim Jellouli
Professor of Marketing & Innovation
University of Manouba
Tunisia

Dr. Pedro Isaias
Associate Professor
University of New South Wales (UNSW)
Australia

Dr. Kaup Mohamed
Dean & Managing Director
London American City College
UAE

Dr. Jayasinha K R
Professor of Marketing
Indian Institute of Management (Indore)
India

Dr. Hiram Ting
Associate Professor,
UCSI University,
Malaysia

Dr. Arpan Kumar Kar
Associate Professor
IIT Delhi
India

Mr. Piyush Shah
Co-Founder
InMobi Group & CEO - Trifactor, Bangalore
India

Dr. Siba Sankar Mahapatra
Professor
National Institute of Technology (Rourkela)
India

Prof. (Dr) Ashish Gadekar
Professor and Dean
Faculty of Management, Amity Mauritius
Mauritius

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Senior Director
Business Head, Flipkart
Bangalore
India

Mr. Navaraj Samsiyar
Head
Market Development & Learner Success
FutureSkills, NASSCOM
India

Dr. Rajendra Narendrakar
Director
NMIMS (Deemed-to-be University)
Bangalore
India

Mr. Matthew Alex
Co-Founder - Learner Mobile India
Former Partner - Deloitte US
Global Top 100 EdTech Leader
USA

NASSCOM FutureSkills Prime

FutureSkills Prime is the first of its kind private-public partnership, between MeitY and NASSCOM to build a digital skilling ecosystem for citizens of India. Its mission is to rekill/skill graduates and professionals in emerging technologies and professional skills to make India a global talent nation in the next few years. FutureSkills Prime is committed to guiding and empowering the Indian professionals to wards playing exciting, valued and purposeful roles in a future that has a significant possibilities, enabled by new-age technology.

AIBPM

The Association of International Business & Professional Management (AIBPM) is an international, interdisciplinary organization committed to advancing international business, business communication research, education, training and professional management practice. The membership of AIBPM is richly interdisciplinary, drawing members from fields such as management, marketing, professional management, information systems. The association is based in Malang, Indonesia and has a strong membership base in Asia, Europe and the Pacific.



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Country Chairs

Dr. Sam Guadagnoli
Partner Engagement Manager - Digital Services
Australian Trade and Investment
Commission (Austrade)
Australia

Dr. Nihil Chandra Shil
Associate Professor
East West University
Bangladesh

Dr. Rajnish Raina
Associate Professor
Royal University of Bhutan
Bhutan

Dr. Long Gong
Associate Professor
University of Macau
China

Dr. Koubaa Yamen
Academic Director of Graduate Program
EM Normandie
France

Dr. Liam Gai Sin
Professor
Association of International
Business & Professional Management
Indonesia

Dr. Kostas Alexandris
Professor
Aristotle University of Thessaloniki
Greece

Dr. Greg Evans
Professor
University of Maryland Global Campus
Japan

Dr. Mustafa Musa Jalil
Associate Professor in CSE
Dijlah University Baghdad
Iraq

Dr. Chinnoy Sahu
Vice Chancellor
Majral GlobalNet University
Malaysia

Dr. Dharmraj Kulkar
Former Vice Chancellor and Director
Amity Mauritius
Mauritius

Dr. Jose G. Vargas-Hernandez
Professor
University of Guadalajara
Mexico

Dr. Marika de Brito
Senior Researcher
Erasmus University of Applied Sciences
Netherlands

Prof. Deepesh Prasad
Faculty in Management
Pokhara University
Nepal

Dr. Matthew Philip
Acting Dean
Muscat College Sultanate of Oman
Affiliated to the University of Stirling
Oman

Dr. Dayi Cornall
Associate Professor
Polytechnic University of the Philippines (PU)
Philippines

Dr. Antonio da Silva Rubalo
Professor & Associate Dean
International Affairs of ISCTE Business School
Portugal

Dr. Eswaramoorthy Rangeswamy
Provost
Amity Global Institute
Singapore

Dr. B Nimsalathasan
Dean
University of Jaffna
Sri Lanka

Dr. Paul Venter
Professor
University of South Africa
South Africa

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Universidad de Sevilla
Spain

Dr. Rim Jalouli
Professor of Marketing and Innovation
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Tunisia

Dr. Kaup Mohamed
Dean & Managing Director
London American City College
UAE

Dr. Sunil Sahadev
Professor
University of Brighton
UK

Dr. Rajesh Iyer
Professor
Bradley University
USA





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JAIN (Deemed-to-be University)

JAIN (Deemed-to-be University) is a comprehensive and student-focused University that works towards excellence in quality education, research and entrepreneurial development. JAIN (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Karnataka State Universities Rating Framework (KSURF), Government of Karnataka has awarded Jain as a '5 Stars' Institution in the category of 'YOUNG University' in 2019. Jain has also been ranked 5th among the top private universities in India by the India Today survey. The University was ranked 85th nationally for the year 2020 by National Institute of Ranking Framework (NIRF). Jain's All India Rank is 91-95 in the QS 2020 World University ranking. JAIN (Deemed-to-be University) is an authorized partner for "Study in India" (SII) program. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru, India.

CMS Business School, Faculty of Management Studies (FMS), JAIN (Deemed-to-be University)

CMS Business School, an integral part of JAIN (Deemed-to-be University) is India's leading business school with an international perspective. CMS Business School is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that makes a difference to the career and the personal progress of its students. CMS Business School has been ranked 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Research Survey. CMS Business School was placed in the rank band 75-100 for the year 2019 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A+' Grade, in Karnataka, by CREIL. The MBA program has a strong foundation in academic research; it is designed to tackle the real world issues faced by international business community today.



The conference brings in accurate, advanced solutions to the fast-paced data-rich virtual world. It intends to recognize the needs and the demands of stakeholders in the turbulent marketing landscape.

DIGIXMAR 2021 aims to develop a deeper understanding of the themes and derive various insights on digital marketing experiences. The conference attempts to enhance digital marketing experience by bringing to the foreground a multitude of methodological solutions by incorporating the use of artificial intelligence, machine learning and big data driven marketing. The themes will also generate accurate, advanced solutions to the fast-paced data-rich virtual world that would recognize the needs and the demands of stakeholders in the turbulent marketing landscape. Apart from providing exposure to the participants, on customer experience in the context of digital platforms, the conference will also dive deeper to understand the impact of technology, community building, ethnicity, innovations, ethics and privacy in various digital engagements. Insights identified at DIGIXMAR 2021 will help generate policy, programs and institutional recommendations which will encourage innovations in digital marketing experience and practices. An effort will be made to disseminate this knowledge as widely as possible among communities of academic researchers, administrators and policymakers in India and abroad.

DIGIXMAR 2021 will be held both in virtual and physical modes for the convenience of the participants from across the globe.



International Conference - 2020-21

Aims and Scope

DIGEMAR 2021 will be a forum to debate critical issues, with an aim to create a roadmap for on-going discussions, analysis, conceptualization and implementation of innovative, efficient and sustainable systems and practices in marketing for delivering delightful digital customer experience. Therefore, this conference aims:

- To provide an interactive platform for stakeholders to present their research works and experiences
- To identify the needs and demands of the stakeholders in the digital marketing landscape
- To investigate, through research works, the paradigm shift from traditional way to digital way of marketing of products and services
- To encourage doctoral students to present their research work and gather feedback from the experts

The 3-days conference brings together key speakers, master class experts, country chairs, delegates from academia and industry, panel members, special invitees, doctoral students and organizing faculty members to shape the conversation on technology, sustainability and digital marketing experiences in highly dynamic markets



International Conference - 2020-21

Panel Discussion

Theme: Digital Transformation of Organizations – Design or Default?

The last decade has witnessed a large number of companies transforming by adopting digital technologies. While others, who resisted, have already perished or are under severe pressure to adapt to this new world. Even as the corporate world witnessed these tectonic shifts, people are calling on governments to follow suit.

This unique juncture raises multiple questions:

Is transformation and adoption of technology a matter of choice at all? Can we measure how much of these transformations may be credited to diligent design and what components of the change have occurred by default? Are entities which have transformed by design structurally different from those who have been changed by the changing tides?

An eclectic mix of industry captains, decision makers from government bodies and academic thought leaders would discuss, ponder and debate on such questions at the panel discussion titled "Digital Transformation of Organizations – Design or Default?"

Master Class 1:

Emerging Research Trends in Digital Marketing

(90 Mins)

Every business is a victim of digital Darwinism due to the rapid mutations in consumer behaviour when society and technology evolve faster than the marketer's ability to exploit it. Marketers can no longer stick their heads in the sand and hope that old methods will work forever. Spending in digital marketing is growing and the investments in display, video, email and other newly developing modes of communication are expected to displace spending on television in 2021.

The emergence of this new universe has opened myriad unexplored themes and methods in academic research. Join our experts to get a deeper understanding of the broad trends emerging in research, in the fields of Consumer Behaviour, Advertising and Communication and the entire gamut of Digital Marketing.

Master Class 2:

Conducting Experimental Research in the Digital World

(90 Mins)

Researchers in marketing, consumer behaviour and consumer psychology conducting empirical research are often confronted with questions regarding the validity of their causal claims. Whether it's a new product launch, a new post on social media, a new email or digital advertising campaign or a new call to action button on the landing page, marketers want to understand how their audience will react. Marketing experiments can help companies test, refine and apply the results to improve the campaigns and drive results. While it is commonly acknowledged that experimental research is one of the most powerful tools to reach this goal, its application in social sciences has been strained due to the apparent resource constraints and ethical considerations.

The virtual universe created by intense digitization and the internet has overcome some of the inherent challenges associated with experiments in social sciences, while it may have given birth to new constraints and ethical dilemmas.

In this Master class, our experts would explore the trends, advantages and ethical challenges in conducting experimental research in the Digital World.

Master Class 3:

Predictive Analytics with Diverse Forms of Data in the Digital World

(90 Mins)

Companies are struggling to make sense of the data generated by the digitization of their businesses. Another, and an equally large challenge has been aggregating data from different platforms such as social media, web logs and videos. Analytics has come to the rescue of companies and has taken many unknown variables out of marketing.

Engage with our experts to understand how companies are mining data to generate insights and improve customer engagement.



International Conference - 2020-21

Participants Profile

The conference invite participation from academicians and research scholars, researchers from government and public organisations and enterprises, industry practitioners, representatives from industry associations and bodies, doctoral students, masters and undergraduate students.

Call for Papers

DIGIMAR 2021 invites original research papers and case studies from research scholars, academicians, doctoral students, marketing professionals and leaders from corporate and not-for-profit organisations for contributing to existing body of knowledge. This conference, which is truly global will allow you to share your experience and knowledge with some of the best-known names of the academic and corporate world on a global platform.

Full Paper Reviewing Process

CMS Business School urges the authors whose abstracts have been accepted and have paid their registration fees to submit their full papers before October 1st, 2021.

The conference solicits high-quality papers containing innovative, original, not previously published or currently submitted for publication elsewhere. The conference will also accept conceptual, constructive, experimental and theoretical works based on one of the specified focus areas. These research works can also be either completed studies or pursuits that are on-going.

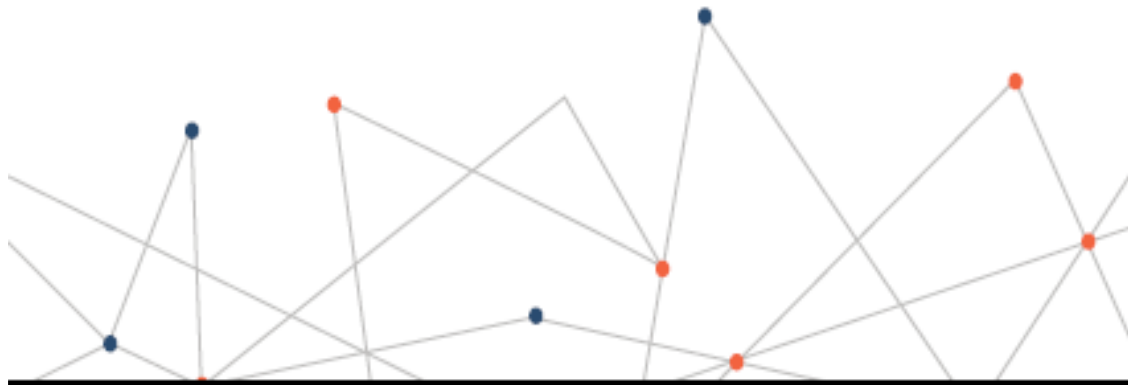
Every manuscript submitted to conference will be subjected to double blind peer-review process to check the originality, significance, usefulness, reference to the related literature, presentation and linguistic quality.

Conference Guidelines:

- Only registered delegates can attend the conference
- All the authors, including co-authors, in case, must register individually by paying the prescribed fee.
- At least one author/co-author should be available to present the paper at the conference.
- Certificate of participation / presentation will be awarded to the participant only if he/she has registered by paying the prescribed fee and is present at the conference
- Registered candidates cannot claim for a refund due to absence or withdrawal from the conference
- Orator presentation may opt for virtual presentation, as 'In-Absentia' presentation is not accepted
- Selected papers will be notified through email from digimar@cms.ac.in

Guidelines for Full Paper Submission:

- Full Paper must be in English and in MS Word format, typed clearly in Times New Roman font of size 12; mentioning Title of Paper (typed in Times New Roman font of size 14 in Title case (upper-lower), bold and flush to the left margin.) on A4 size paper in 1.5 line-spaced with adequate margins on both sides. Use a single column layout with left and right margins justified. The papers should be well structured with proper indexing.
- References should include in APA format with complete details.
- Tables/Annexure should be given after references with proper connectivity in the manuscript of the paper by table/annexure number(s). Figures can appear within the manuscript.





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Doctoral Colloquium

The Doctoral Colloquium of DIGDIXMAR 2021 encourages research scholars across the globe to present their research under progress, for an open discussion to be judged by a panel of experienced researchers and academicians. The Doctoral Colloquium will be structured as a series of short presentations by the scholars followed by individual discussions, feedback, and advice from the panel. Any scholar in the early stage of their career or scholars with path-breaking research outcomes are encouraged to submit a 2-page research summary describing the work in progress along with a 300-word abstract. Scholars may also choose to include the following in their research summary, the expected contribution to the field; the original idea or thesis statement; the problem domain and the specific problem addressed; a brief overview of related work; the methodological approach; research carried out and results so far.

The abstract should also include a one paragraph biography of the scholar, including the names and affiliations of the research advisor(s). The Doctoral Colloquium committee will review submissions to ensure quality, relevance, and potential benefit from attendance. Authors of accepted submissions are expected to participate in the Doctoral Colloquium.

Call for Participation

The Colloquium is designed to facilitate:

- Researchers working in areas of Management, Social Science, Economics, Entrepreneurship & Computer Science to share their findings and get feedback from experts.
- Industry personnel, educators and entrepreneurs working on research projects and proposals are welcome.

The Organizing Committee invites participants from all spheres associated with the said disciplines to gain experience and to share knowledge.

Poster Competition

Undergraduate and post graduate students are invited to participate in the student posters competition. The themes for the poster are in line with conference tracks.

Template for the submission of poster will be shared with the registered participants

Best Paper Awards

- Best paper award (Each track) : INR 5000
- Best paper award (Doctoral Colloquium) : INR 5000
- Best poster presentation award (Post graduate students) : INR 2500
- Best poster presentation award (Under graduate students) : INR 2000
- DIGDIXMAR 2021 Best Paper: INR 10000

Journals / Publishing House Details

Selected high-quality papers will be considered for publication in one of the following journals of repute along with the proceedings. The publication of papers in these journals will be subjected to the guidelines set by the respective journals.

Name of the Journal	Indexed	Publishing House
International Journal of Business Competition and Growth (IJBCCG)	Academic OneFile (Gale), corpLINKer (CNPIC), OneFile Business (Gale), Google Scholar, Info Trac (Gale), SCOPUS	Inderscience
LNBP: Proceedings	Conference Proceedings Citation Index (CPCI), Ei Engineering Index (Compendex and Inspec databases), ACM Digital Library, DBLP, Google Scholar, SCOPUS	Springer
Journal of Electronic Commerce in Organization (JECO)	Web of Science Emerging Sources Citation Index (ESCI), SCOPUS, INSPEC, ABDC	JGI
International Journal of Information Management Data Insights	Scopus, Science Direct	Elsevier
Asian Journal of Business Research	ABDC, SCOPUS, CABELLS, ERA 2018	Emerald
Journal of Air Transport Studies (JATS)	Science Direct	Hellenic Aviation Society

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Digital Marketing Experiences: Tracks & Sub Themes

T1 Technology Based Marketing

- Block Chain & Marketing
- Big Data and Marketing Analytics
- Image, Text and Sentiment Analytics
- Neuro Marketing and Quantum Marketing
- Agile Methods for Digital Transformation
- Artificial Intelligence and Machine Learning in Marketing
- Design of Experiences in Digital World
- New Business Models in Transformation
- Marketing, Sales and Services Automation
- Marketing Technology as Competitive Advantage

T2 Customer Centric Digital Communication, Engagement & Channel Strategies

- Online Customer Engagement and Customer Experience Strategies
- Implementing Digital Strategies
- IMC Strategies for Digital Customers
- Customer Engagement through Omni Channel Marketing
- Online Multi Touch Points Attribution
- Customer Centric Digital Media Strategies
- Programmatic Advertising
- Interactive Digital Technologies
- Digital Learning and Skill Enhancement
- Customer Knowledge Management

T3 Sustainable Marketing Practices

- Future-Proofing Digital Marketing Strategy
- Marketing in Digital World for Sustainable Future
- Marketing Transformation COVID 19 & Beyond
- Embedding CSR through Digital Marketing
- Sustainable Channel Management & Frameworks
- Digital Marketing Innovations for Environmental Protection
- Resilience Management and Recovery Road Map
- Sustainability Evolution & Challenges during Digitalization
- Digital Transition and Vulnerability Management
- Digital Sustainability & Entrepreneurship

T4 Consumer Behaviour & CRM in Digital Space

- Digitization and Online Consumer Behaviour
- CRM and Experience Marketing
- Customer Experience in the Digital Age
- Digital Experience and Emotional Marketing
- Impact of Digital Tools in Enriching Customer Experience
- Pricing Strategies and ROI in Digital Marketing
- Customer Journey Mapping & Digital Consumer Personas through PLC
- Customer Loyalty & Retention
- Global Lockdown & Consumer Behaviour
- Relationship Marketing in Digital Space

T5 Digital Channels for B2C & B2B Markets

- Online Reputation Management and Social Listening
- SEO, SEM, Blogging, Video and Social Media Marketing
- Email Marketing & Retargeting
- Mobile Apps & Gamification
- Visual Search Optimization (VSEO)
- Progressive Web Apps (PWAs) and Voice Creation
- Content Marketing & User Generated Content
- Digital Content Creation
- Digital Geo-Targeting
- Social Shopping Models

T6 Marketing of Digital Experience in FinTech, HR & Operations

- E-Tools & Risk Management Services
- Digital Marketing and FinTech
- Digital Platforms for Insurance, Banks and Financial Institutions
- Marketing of Online Auditing & Advisory Services
- Digitization of Human Resource Marketing
- Digital Supplier Relations Management (DSRM)
- Business Process Re-Engineering for Digital Marketing
- Digital Data Capturing for HR
- Digital Marketing of Micro Financing
- Motivation, Engagement, Wellbeing and Fatigue in Digital Experience

T7 Legal & Ethical Aspects of Digital Marketing

- Customer Privacy & Data Marketing
- Ethics & Intellectual Property Issues in Digital Marketing
- E-Commerce Security and Trust
- Digital Media Regulatory Frameworks in Marketing
- Community Building through Social Networking
- Digital Community Based Approach
- Ethics in EduTech & Smart Learning
- Legal Issues in Digital Marketing Planning
- Controversial Issues and Digital Marketing
- Ethical & Legality of Political Digital Marketing

T8 Branding in Digital Era

- Destination Branding in Digital Era
- Digital Branding & Transformation Strategies
- Branding and Digital Experience
- Adapting to the Changing PMOQ E-Commerce Landscape of the Future
- Comparison of Digital Creative's with Traditional Creative's
- Digital Metrics for Branding
- Online WOM on Brands in Digital era
- Visual Branding & Brand Identity

T9 Digital Trends in Fashion, Gaming, Entertainment, Sports & Recreation

- Fashion 4.0 - Digital Innovation & Communication
- Digital Experience in Sports & Recreation and Events
- Digital Fitness Applications
- Digital Competencies and Skills in Sports
- New Trends in Digital Entertainment
- Online Gaming - E-Sports Trends & Applications
- Data Analytics in Entertainment
- Web based Strategy & Experiences in Event Management
- Digitalization of Sports and Recreation Service Operations

T10 Digital Experience in Services

- Digital Services in Education Sector
- Digital Tourism Marketing Practices
- Hospitality Marketing and Digital Technology
- New Trends in E-Tourism
- Digital Marketing Experience in Airlines Industry
- Data Analytics in Services
- Digital Services in Healthcare Industry
- Digital Transformation in Services Industry
- Digital Destination Marketing and Smart Tourism Destinations



International Conference - 2020-21

Important Dates

Important Milestones	Dates
Submission of Full Paper	1 st October 2021
Notification & Acceptance of Full Paper	7 th October 2021
Registration Deadline	20 th October 2021

Registration Fees*

Delegate Category (Non – Residential)	Indian Participants	Non-Indian Participants
	Registration Fees (Register before 20th October 2021 [#])	Registration Fees (Register before 20th October 2021 [#])
Corporate/ Business Delegate	₹ 4500/-	US\$ 200
Academician (Faculty)	₹ 3500/-	US\$ 150
Research Scholars (MPhil/PhD)	₹ 2500/-	US\$ 75
For PG & UG Students	₹ 750/-	US\$ 20

*For SC/ST candidates within India a Registration Fee of Rs.500/- with the appropriate proof

#Registration fee is inclusive of 18% GST

Payment Procedure

Registration fee must be paid by Demand Draft / NEFT in favour of "Jain University" payable at Bengaluru.

Bank Transfer

Bank Name : Kanur Vysya Bank
Branch : Jayanagar, Bengaluru
Account Name : Jain University
Account Number : 1315155000038088
IFSC Code : KVBL0001315

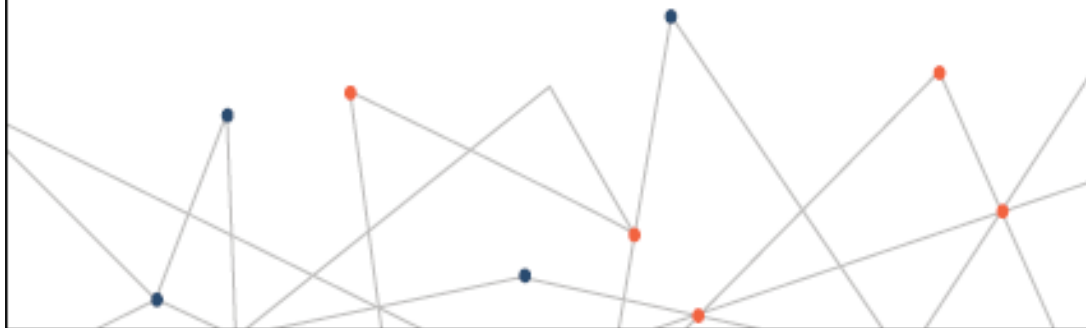
For Online Payment

www.bachodl.cms.ac.in/digi@mar

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Student Coordinator
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International Conference - 2020-21

Conference Track Lead Faculty

T1 Technology based Marketing

Dr. Mahalakshmi S (Marketing)
 Dr. Rupesh Kumar Sinha (Business Analytics)

T2 Customer Centric Digital Communication, Engagement and Channel Strategies

Dr. Kalavathy K S (Marketing)

T3 Sustainable Marketing Practices

Dr. Trupti Dandekar Humnekar (Marketing)
 Dr. Lubna Ambreen (General Management)

T4 Customer Behavior and CRM in Digital Space

Mr. Anurag Jain (Marketing)

T5 Digital Channels for B2B and B2C Markets

Dr. M Govindaraj (Marketing)

T6 Marketing of Digital Experience in Fintech, HR & Operations

Dr. AVR Mahadev (Marketing)
 Dr. Sreesha Nanduri (Finance)
 Dr. Gayathri R (Human Resource Management)
 Dr. Ranjith P V (Decision Sciences)

T7 Legal and Ethical Aspects of Digital Marketing

Dr. Saurabh Srivastava (Marketing)

T8 Branding in Digital Era

Ms. Supama Ghosal (Marketing)

T9 Digital trends in Fashion, Gaming, Entertainment, Sports & Recreation

Mr. Rahul Gupta (Marketing)
 Dr. Ashwin M Gutti (Sports Marketing)
 Dr. Prathima Murali (Fashion Marketing)

T10 Digital Experiences in Services

Dr. Megha Virmari Arya (Marketing)
 Dr. Hemant Kumar S (Aviation Management)
 Capt. Vaibhav G Suresh (Aviation Management)

Doctoral Colloquium

Dr. Bikash Ranjan Debata (Marketing)
 Dr. K S Srinivasa Rao (Decision Sciences)

Poster Competition

Student Coordinators:

Ms. Dipal Pal Mr. Mohammed Raj
 Mr. Akash Thapa Mr. Nikhil P
 Mr. Nikhil Raj

Conference Secretaries

Prof. Krishna Koppa
 Dr. Sangata Dasnathan

Conference Chairs

Dr. Anitha Nallasivam
 Dr. Bikash Ranjan Debata

Conference Communications Board

Dr. Sharat Kumar
 Dr. Anantha Subramanya Iyer K N
 Dr. Shakeela Banu C
 Dr. Ajay Massand
 Dr. Chaya Bagrecha

Editorial Board

Dr. R Satish Kumar (Marketing)
 Dr. Sudarshan Seshanna (Marketing)
 Dr. Hemant Kumar S (Marketing)
 Dr. Uma Warrior (Human Resource Management)
 Dr. Bani Raghavendra Rao (Finance)
 Dr. Nirmaalya B Biswas (Luxury Management)
 Dr. M H Sharieff (Aviation Management)
 Dr. Jaykumar Padmanabhan (Decision Sciences)

For further communication please write to digimanager@cms.ac.in



JAIN
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International Conference - 2020-21

About Bangalore

Bangalore, more popularly known across the world as Bangalore has earned the sobriquet of "The Silicon Valley of Asia". Out of the 12 million odd people who reside in the city about nearly one million people are developers and the IT industry employs close to 4.1 million people. The rise of this technology hub was gradual. When the winds of change were happening during the eighties, today's renowned companies set up their organizations here namely, Wipro and Infosys. The huge potential human capital that was available in city coupled with its beautiful climate made it a destination of choice for global companies. In 1985 Texas Instruments Inc. was the first MNC that set up a development center in Bangalore.

With an economic growth of 10.3%, Bangalore is the second fastest-growing major metropolis in India, and is also the country's fourth largest fast-moving consumer goods (FMCG) market. Forbes considers Bangalore to be one of "The Next Decade's Fastest-Growing Cities". The city has the third largest cluster for high-net-worth individuals and is home to over 10,000-dollar millionaires and about 60,000 super-rich people who have an investment surplus of ₹45 million (US\$630,000) and ₹5 million (US\$70,100) respectively.

The headquarters of several public sector undertakings such as Bharat Electronics Limited (BEL), Hindustan Aeronautics Limited (HAL), National Aerospace Laboratories (NAL), Bharat Earth Movers Limited (BEML), Central Manufacturing Technology Institute (CMTI) and HMT (formerly Hindustan Machine Tools) are located in Bangalore. In June 1972 the Indian Space Research Organisation (ISRO) was established in Bangalore. Several R&D centres for MNC firms such as ABB, Airbus, Bosch, Boeing, General Electric, General Motors, Google, Liebherr-Aerospace, Microsoft, Mercedes-Benz, Nokia, Oracle, Philips, Shell, Toyota and Tyco are located here.

Historically rich, dotted with parks, blessed with architecturally unique temples and teeming with ultramodern amenities, the city offers a beautiful socio milieu to its residents. A mere 100 kms from Bangalore drive leads the traveler into beautiful hills, waterfalls, lush fields and a myriad kind of forts and temples.

Bangalore truly stands at the cusp of developed technology and verdant beauty of nature!

For more information on Bangalore



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