

24TH JANUARY, 2024

 ONLINE

TOPIC OF INTEREST

DIGITAL MARKETING STRATEGIES	DATA-DRIVEN DECISION MAKING	CUSTOMER EXPERIENCE EXCELLENCE	EMERGING TECHNOLOGIES IN MARKETING	SUSTAINABLE AND ETHICAL MARKETING
<ul style="list-style-type: none"> ◦ Social Media Marketing Trends ◦ Content Marketing in the Digital Age ◦ Search Engine Optimization (SEO) Best Practices ◦ Email Marketing Innovations 	<ul style="list-style-type: none"> ◦ Big Data Analytics for Marketing ◦ Customer Relationship Management (CRM) Systems ◦ Predictive Analytics in Marketing ◦ Artificial Intelligence in Marketing Campaigns 	<ul style="list-style-type: none"> ◦ Personalization in Marketing ◦ Omnichannel Marketing Strategies ◦ Enhancing Customer Journey Mapping ◦ Customer Feedback and Satisfaction Metrics 	<ul style="list-style-type: none"> ◦ Augmented Reality (AR) and Virtual Reality (VR) in Marketing ◦ Blockchain in Digital Marketing ◦ Voice Search Optimization ◦ Chatbots and Conversational Marketing 	<ul style="list-style-type: none"> ◦ Green Marketing Practices ◦ Corporate Social Responsibility (CSR) in Marketing ◦ Ethical Advertising Standards ◦ Consumer Awareness and Education
GLOBAL MARKETING TRENDS	INNOVATIVE MARKETING CAMPAIGNS	MARKETING IN THE POST-PANDEMIC WORLD	FUTURE TRENDS AND PREDICTIONS	MEASURING MARKETING ROI
<ul style="list-style-type: none"> ◦ International Marketing Strategies ◦ Cross-Cultural Marketing Challenges ◦ Global Branding and Positioning ◦ Adapting Marketing Campaigns for Different Markets 	<ul style="list-style-type: none"> ◦ Case Studies of Successful Campaigns ◦ Guerrilla Marketing Tactics ◦ Influencer Marketing Strategies ◦ Interactive and Immersive Marketing 	<ul style="list-style-type: none"> ◦ Shifting Consumer Behaviors ◦ Remote and Virtual Marketing Practices ◦ Crisis Communication and Brand Resilience ◦ Adapting to the New Normal in Marketing 	<ul style="list-style-type: none"> ◦ Marketing Automation Advancements ◦ The Role of Voice and Visual Search ◦ The Impact of 5G on Marketing ◦ The Next Frontier in Digital Advertising 	<ul style="list-style-type: none"> ◦ Key Performance Indicators (KPIs) in Marketing ◦ Analytics Tools and Platforms ◦ Attribution Modeling for Marketing Success ◦ Budgeting and Resource Allocation for Optimal ROI

The submission has not been previously published, nor is it before another journal for consideration (or an explanation has been provided in Comments to the Editor)

- ◻ Mail the final paper to conference email id, including an abstract, final paper should not exceed 5000 words excluding tables, graphs and diagrams.
- ◻ The submission file is in Microsoft Word file format.
- ◻ Font to be used for the final paper would be Times, New Roman, Font size for main body is 12 points, Headings in 14 points and 1.5 line spacing.
- ◻ Allow margin of 1 inch on all four sides.
- ◻ Front page shall contain the title, names of authors and co-authors, designation, affiliations, official address & email id.
- ◻ Follow APA style of referencing.
- ◻ Maximum co-authors will be two (2).
- ◻ Certificate of originality and transfer of copyright form must accompany with paper.
- ◻ Acceptable higher limit of plagiarism for manuscript is 15%.
- ◻ The E Certificate will be provided as per Participation/Presentation. Individually

Key Note Speaker



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REGISTRATION LINK

<https://forms.gle/4vG8svrU6uhnbTMD8>

FOR SUBMISSION

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CONFERENCE VENUE

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RNB Global University, Bikaner

IMPORTANT DATES

Last Date for Registration
Last Date for Abstract & Paper Submission

27th December. 2023
10th January 2024

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