



CALL FOR PAPERS



IMPORTANT DATES

Abstract Submission Deadline: **08/06/26**

Registration Deadline: **24/06/26**

Full Paper Submission Deadline: **06/07/26**

Seminar Dates: **15th/07/26 to 17th/07/26**

For Queries, please contact
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Email address:
ddmnationalseminar26@gmail.com

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ABOUT THE UNIVERSITY

The ICFAI University, Meghalaya has been established under Section 4(2) of the UGC Act of India 1956 and 22 of 2020 of the Act of State Legislatures Assembly of Meghalaya. The University has been notified under Notification No.EDN 28/120/2014 Dated. 22.02.2006.



National Seminar on

Digital Disruption in Marketing: Challenges, Opportunities & Sustainability (Online Mode)



ABOUT THE SEMINAR

In today's rapidly evolving digital landscape, marketing is undergoing an unprecedented transformation. Emerging technologies such as artificial intelligence, big data analytics, automation, social media platforms, and immersive digital experiences are redefining how organizations connect with consumers. Digital disruption has not only reshaped traditional marketing but also created new paradigms that demand innovation, agility, and ethical responsibility.

The National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities & Sustainability" aims to provide a dynamic platform for academicians, researchers, industry professionals, entrepreneurs, and students to deliberate on the transformative impact of digital technologies on marketing practices. The seminar seeks to explore how businesses can navigate disruptive changes, leverage emerging opportunities, and build sustainable marketing strategies in an increasingly competitive digital ecosystem.



OBJECTIVES OF THE SEMINAR

- To examine the impact of digital disruption on contemporary marketing theories, strategies, and business models.
- To explore emerging technologies such as AI, big data, and immersive media in transforming marketing practices.
- To analyze the challenges associated with digital transformation, including data privacy, cybersecurity, ethical concerns, and regulatory compliance.
- To identify opportunities for innovation and growth through performance marketing, personalization, influencer ecosystems, and digital branding.
- To promote sustainable marketing practices that integrate social responsibility, ethical data usage, and long-term value creation.
- To bridge the gap between academia and industry by encouraging dialogue, case study discussions, and collaborative research initiatives.
- To provide a platform for researchers and practitioners to present empirical studies, conceptual papers, and real-world insights on digital marketing disruption.
- To encourage interdisciplinary research in marketing, technology, consumer behavior, analytics, and sustainability.



SUB-THEMES / TRACKS

- Track 1: Digital Transformation & Emerging Technologies**
 - Artificial Intelligence and Machine Learning in Marketing
 - Chatbots and Conversational Marketing
 - Blockchain in Advertising and Consumer Trust
 - Augmented Reality (AR) and Virtual Reality (VR) in Brand Experience
 - Marketing Automation and Smart Campaigns
- Track 2: Data Analytics & Performance Marketing**
 - Big Data and Predictive Analytics
 - Consumer Insights through Data Mining
 - Conversion Rate Optimization
 - ROI Measurement and Marketing Metrics
 - Programmatic and Performance Advertising
- Track 3: Social Media & Content Ecosystems**
 - Influencer Marketing Strategies
 - Short-Form Video and Interactive Content
 - Social Commerce and Community Building
 - Algorithm-Driven Visibility and Brand Reach
 - Personal Branding in the Digital Era
- Track 4: Consumer Behavior in the Digital Age**
 - Online Purchase Decision-Making
 - Customer Experience and Engagement
 - Omnichannel Consumer Journeys
 - Digital Trust and Relationship Marketing
 - Neuromarketing and Behavioral Analytics
- Track 5: Sustainability, Ethics & Governance**
 - Ethical Issues in Digital Advertising
 - Data Privacy and Regulatory Compliance
 - Green Marketing in Digital Platforms
 - Corporate Social Responsibility in Online Branding
 - Sustainable Digital Business Models
- Track 6: Digital Marketing in Emerging Economies**
 - Digital Adoption among MSMEs
 - Regional Language Content Strategies
 - E-commerce Growth Trends Digital
 - Entrepreneurship & Startups
 - Government Initiatives and Digital Ecosystems



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SUBMISSION GUIDELINES

- Papers must be original and unpublished, and should not be under consideration elsewhere.
- Manuscripts should be prepared in MS Word format.
- Font: Times New Roman, Size 12, Line Spacing 1.5
- Abstract: Maximum 250-300 words with 4-6 keywords
- Full Paper Length: 3,000-6,000 words (including references)
- Referencing Style: APA (Latest Edition)
- All submissions will undergo a peer-review process.

Selected high-quality papers may be considered for publication in an edited book or journal (subject to review and approval).

Submission Process: Authors are requested to submit their abstracts/full papers via email to:

ddmnationalseminar26@gmail.com

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