

## *Invitation*

Dear Sir/Madam,

It is my pleasure to inform you that Shri JJT University & SASMIRA's Institute of Management Studies and Research is jointly organizing two days

International Conference (Multi-Disciplinary) on  
**“The Era of Digital Marketing in India”**

This time, the organizing committee has chosen Digital Marketing in India as the main theme for the conference because our Prime Minister Narendra Modi's Digital India programme is like a giant umbrella under which several big projects will run, aiming to bring broadband speeds to India's rural areas, which suffer from lack of connectivity.

We will focus on the latest developments and trends, as well as future outlook of this innovative area.

The organizing committee is gearing up for an exciting and informative conference program including plenary lectures, presentations on a variety of topics.

We invite you to join us at the [International Conference](#), where you will be sure to have a meaningful experience with scholars from around the world.

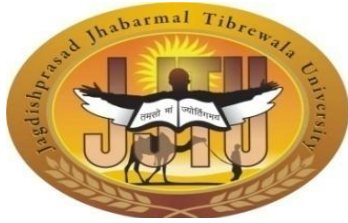
If you can plan your students to participate at that time in the conference it will be a nice experience with our experts.

Please feel free to contact

With warm Regards

Dr. Anju Singh	Dr. Madhu Gupta	Prof. Rupali More	Dr. S.S.Naikwadi
Chairperson	Convener	Chairperson	Organizing Secretary
Organizing Committee		International Conference	
09323973505	09320299352	09987396999	09223494443

**Email : [jjtsasic2015@gmail.com](mailto:jjtsasic2015@gmail.com)**



## INTRODUCTION

Today, the country faces a social imbalance and crisis for ethical & moral values. In fact, majority of the contemporary institutions of higher learning remain almost disconnected with the value education & basic requirements of the workplace. The higher education system has to incorporate the requirements of various courses on this topic in its curriculum, in an innovative and flexible manner while producing well-groomed graduates. However, there is a need for taking integrated initiatives towards knowledge acquisition and up-gradation of innovative technology in universities and colleges to address the emerging needs of stable and future society so as to ensure that the graduates have adequate knowledge and go for a better world.

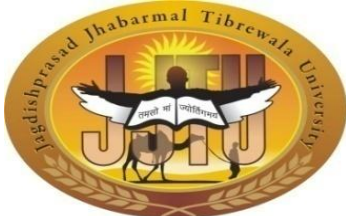
To facilitate a platform for knowledge exchange about the various skills required by young graduates.

- To identify the specific program for educational society
- To provide opportunities for Principals, Vice Principals, Chairman's of the Universities, Deans, HODs, Coordinators of the Departments and Associate Deans of the departments to discuss about the various ways in which we can prepare our young generation to build digital India

To make suitable recommendations in terms of role by various functionaries to ensure Digital Era at different levels of higher education.

### Conference sub themes:

- Making Digital India: Issues and Challenges
- E-governance for Village Level Planning
- Spatial Data Infrastructure and Decision Support Systems
- Web and Location based Services (Tele-Geometrics, Mobile GIS)
- Geoinformatics for Skill Development
- Geoinformatics for Livelihood
- Advanced Imaging and Processing Technologies (UAV, Sensor Technology, LIDAR, SAR)
- Photogrammetry and 3-D Mapping
- Indigenous Navigation and Positioning System
- Physical Infrastructure Development and Planning
- Geospatial Technology for Renewable Energy Resources



- Land Degradation, Desertification and Soil Health Programs
- Sustainable Land Management
- Rejuvenating and Interlinking of Rivers
- Disaster Management & Weather Forecasting
- Geomatics for Coastal and Marine Applications
- Natural Resource Management (Water, Soil, Forest, Agriculture, Horticulture)
- Cashless India
- Cloud Computing and Mobile Apps
- Other topics related to the field

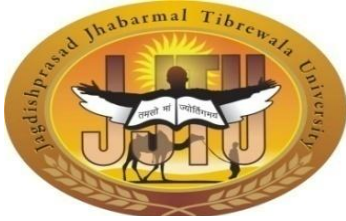
### CALL FOR PAPERS

Original papers on the various above-mentioned sub-themes are invited. The above-mentioned sub-themes are only indicative and not exhaustive in coverage. The contributor can include any other topic falling under the broad gamut of the main theme.

### GUIDELINES FOR PAPERS

Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published or under review for another conference or publication will not be considered. Important: Please note that Conference contributions can be accepted only on condition that they have not been published or offered for publication elsewhere and that Punjab Commerce and Management Association has the right of first refusal to publish them. Submission of a proposal or paper constitutes acceptance of this condition. In the covering letter accompanying the manuscript, the contributor(s) should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere for publication. The delegates are requested to send the abstracts of their papers not exceeding 300 words, 12 point font size, Times New Roman font on MS Word with single line spacing to the Coordinator along with the name and address of the author(s), Contact No. & active E-mail IDs latest by 10th October, 2015. The expert committee will screen the abstracts & the abstracts approved by the same will be accepted to be presented in the conference in the form of full-length paper. One of the authors must pre-register for the conference by 10<sup>th</sup> October, 2015 to ensure the inclusion of paper in the conference program. Length of the full paper should be about 3000 words, 12 point font size, Times New Roman, MS-Word, 1.5 line spacing. Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged.

The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, fax number (if any) and e-mail



address. Please do not indicate author(s) name, affiliation or any other such information inside the manuscript elsewhere. One hard copy and soft copy of the paper in the above mentioned format should be submitted to Dr. Madhu Gupta till 10<sup>th</sup> October 2015. The electronic copy should be mailed to [jjtsasic2015@gmail.com](mailto:jjtsasic2015@gmail.com). Selected papers will be published in the ISSN NUMBER JOURNAL.

LCD Projector/OHP will be available for presentation.

### REGISTRATION

All the researchers interested in participating in the conference are requested to get registered by filling the attached registration form. For multiple entries, photocopy of the registration form can also be used.

### PAPER PRESENTED IN ABSENTIA

Those who cannot come, but wish to present a paper in absentia are encouraged to send an abstract & paper as per the above-mentioned schedule. Papers on the conference theme presented in absentia are eligible to be included in the conference proceedings.

Industries, institutes and organizations are requested to co- sponsors the International conference by paying generously. The co- sponsors will be welcome to display their banners at the venue. Their financial support will be highly appreciated and acknowledged.