

DOABA COLLEGE

JALANDHAR



Accredited with A+ Grade by NAAC
(AFFILIATED TO GNDU)

NATIONAL CONFERENCE SPONSORED BY UGC

ON

" e - Marketing : Challenges and Opportunities "
(30 & 31 August, 2010)

Organized By:
P. G. DEPARTMENT OF
COMMERCE AND
BUSINESS MANAGEMENT

Address:

DOABA COLLEGE, JALANDHAR
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COLLEGE PROFILE :

Doaba College Jalandhar was established on January 1, 1941 by great philanthropists, educationists and visionary founding fathers viz. **Sh. Bindraban Sondhi, Rai Bahadur Badri Dass, Sh. Jagan Nath Mittal and Acharaya Lajja Vati**. They were the idols of Arya Samaj and Spartan Freedom Fighters who laid the foundation of Doaba College to promote the study of classical Sanskrit, Hindi and the teachings of the Vedic Dharma and the Gandhian values. Thus, the primary mission of these philanthropists was to impart value based education to the less privileged and economically weaker students of this area and to make them fine human beings. More over it was conceived as a part of the national movement for freedom with education as a potent means to arouse public opinion to fight against western imperialism and safeguard the rich cultural heritage of India. Its mission and objective were to enlighten the youth and make them vigilant citizens of the society. A small building was constructed in 1941 and thereafter the expansion of the college was undertaken in 1943. Ever since the institution has constantly flourished under the dynamic leadership of earlier pioneers **Rai Bahadur Badri Das, Seth Stya Paul, Sh. Virendra Nationalist Freedom Fighter and now Sh. Chander Mohan, the President of Arya Shiksha Mandal**.

This multi faculty Co-education Postgraduate college has completed **69 years (Diamond Jubilee)** of remarkable service to the people and has established itself as one of the finest institutions of India. It is situated on Tanda Road, about half a kilometer from the Railway Station, and approximately the same distance from G.T. Road, Bypass to Amritsar and is located within a few minutes walk from the business and industrial quarters of the city. Now the college has carved a niche, for it self and is proud of its vast alumni, who are masterminds in the different walks of life like **Lord Swraj Paul Chancellor Wovlerhampton University, The United Kingdom, Sh. Yash Chopra Dada Saheb Phalke Awardee, Famous Indian Film Producer and Director of international repute, Sh. S. L. Jain Former Deputy D.P.I. (Colleges) Punjab, Sh. Prem Kumar Dhumal - Chief Minister of Himachal Pradesh, Sh. Manoranjan Kalia - Punjab Cabinet Minister for Local Bodies, Industry & Commerce** and many IAS, IPS, PCS, bureaucrats, educationists, engineers, doctors, journalists and business tycoons.

GLORIOUS HISTORY OF THE DEPARTMENT :

P.G. Department of Commerce & Business Management was established in 1971. It is the pioneer of commerce education in Jalandhar both for graduation and post graduation courses, namely :

- B.Com,
- B.Com (Prof.)
- BBA
- M.Com.
- M.B.E.

The department has consistent history of meritorious records for all these courses. The department has produced excellent research scholars, sportsmen, industry-magnates, politicians, educationists since its inception.

CONFERENCE INFO :

Global economy is at cross roads today. Marketing is expanding from regional to global level. Technology has moved ahead. We are floating in the age of information technology where everything is done just at the click of the mouse sitting before a computer. The I.T. revolution has expanded the marketing strategies and schemes.

e-Marketing is the I.T. facilitated online space where buyers and sellers come together and exchange information pertaining to products, brands, price etc. e-Marketing is emerging as a vital channel for the advancement of business communication, business research, sales and marketing.

The conference is a sincere attempt to provide a platform to discuss the challenges and opportunities in the emerging field of e-Marketing

THEME :

e-Marketing: Challenges and Opportunities
(30 & 31 August, 2010)

SUBTHEMES :

1. Business to Business e-Marketing
2. Business to Consumer e-Marketing
3. e-Mail Marketing
4. Virtual Social Network Marketing
5. e-Security Issue
6. Online Advertisement

The list is not all inclusive as the participant may choose any other topic relevant to the main theme.

PARTICIPANTS :

The National Conference on “e-Marketing: Challenges and Opportunities” is open to all management experts, researchers, teachers, consultants and professionals. This Conference will provide an opportunity for theorists and practitioners to present a new platform, float new ideas in the field of e-Marketing

GUIDELINES FOR PAPERS :

1. 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 should not be submitted.

Important: Please note that Conference contributions will be accepted only on condition that they have not been published or offered for publication elsewhere and that Doaba College Jalandhar has the right of first refusal to publish them. Submission of a proposal or paper constitutes acceptance of this condition.

2. In the covering letter accompanying the manuscript, the contributor(s) should certify that the manuscript has neither been published anywhere nor it is being considered for publication anywhere presently.

3. 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 convener along with the name and address of the author(s), Contact No. & active E-mail IDs latest by 20th of August, 2010. 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. All the accepted papers will be intimated to the respective authors only through e-mail by22nd of August, 2010.

4. Length of the full paper should be about 4000 words, 12 point font size, Times New Roman, MS-Word, 1.5 line spacing.

5. Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table.

6. Only those references that are actually utilized should be included in the reference list and should be alphabetically arranged.

7. 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.

IMPORTANT DATES:

Last date of submission of abstract: 20th of August, 2010

Last date for submission of full length paper: 25th of August, 2010

REGISTRATION :

All the researchers 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.

Registration Fee : Rs. 200/- per delegate.

Payment should be made through demand draft in favour of Principal, Doaba College Jalandhar payable at Jalandhar, India.

ACCOMMODATION :

All the participants attending the conference will be provided accommodation at Doaba College Jalandhar. Participants are requested to send their request for accommodation in advance so that the organisers can make the requisite arrangements.

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ON
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REGISTRATION FORM

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Institute/ Company.....

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Country.....Pin.....

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(Tick whichever is applicable)

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