

National Conference on

Digital Marketing

January 31, 2014

NCDM-2014



Organized by



Thiagarajar School of Management
(Autonomous),
Pamban Swamy Nagar,
Thirupparankundram,
Madurai-625005 (India)

Technically Co-Sponsored by



National Conference on Digital Marketing - NCDM - 2014

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About the College



Thiagarajar School of Management (TSM), Madurai has established itself in the Southern part of India as one of the premier citadels of learning, rendering creditable service to the cause of higher education.

TSM was founded in 1962 by the doyen of the South Indian textile industry, **Mr. Karumuttu Thiagarajar Chettiar** - a great philanthropist who also founded several engineering and arts colleges, polytechnics, teacher's training institutes, and primary and secondary schools.

The initial objective was to provide quality management education for working executives and entrepreneurs. The success of this programme resulted in the inception of a part time MBA programme in 1972 followed by the full time MBA programme from 1986 onwards. With the phenomenal growth in the InfoTech industry, a full time MCA programme was added to the curriculum in 1994. An AICTE approved PGDM (Post Graduate Diploma in Management) Programme is launched in 2011.

TSM offers a choice of management education streams: the PGDM (Post Graduate Diploma in Management) Programme and the MBA (Master of Business Administration) Programme - both 2-year full-time, fully residential programmes, approved by the All India Council of Technical Education (AICTE). TSM MBA is accredited by National Board of Accreditation (NBA) for quality in education.

The PGDM/MBA curricula seamlessly blend techno-analytical skills, macro-perspectives as well as leadership attributes so as to achieve all-round development of the participant.

Right from inception, the school has firmly believed that there is no substitute for good education, and all available resources are used to provide each student with quality education and facilities.

Thiagarajar School of Management is run by the Manickavasagam Charitable Foundation - an organization that has been actively involved in several primary and higher educational projects. Mr. Manickavasagam Chettiar, the prime mover behind TSM, was its Founder Correspondent.

TSM prides itself on being one of the few institutions that does not accept any capitation fees from students seeking admission.

The school is fully supported and funded by the Loyal Textiles Group - an export oriented textile mill with an annual turnover of over Rs.1000 crores. The Group covers all deficits in the revenue budget, as well as the entire capital budget of TSM.

The Chairman & Managing Director of the Group, Mr. Manikam Ramaswami, a Gold Medalist from IIT Chennai, is the present Correspondent of TSM.

It is the endeavour of the Institution to instill in the students the values that will enable them to shine not only as dynamic managers and entrepreneurs but as outstanding human beings as well.

Eminent faculty members in the areas of Marketing, Finance, Human Resources, Production and Systems give wider and deeper insights both in Theory & Practice to the students.

Situated in a picturesque location, equipped with a state of art infrastructure, adorned by energetic and efficient faculty, TSM delivers more than what it promises and it is no wonder that a TSM student is academically sound, professionally proficient and ethically correct.

TSM's mission has set a quality policy that focuses on producing not just management graduates but employable management graduates who meet the expectations of the industry and fulfill their requirements.

The outcome, TSM's excellent placement record and academic performance is the result of the processes that are in place at TSM -processes for excellence in management education.

About the Department



TSM offers two management programmes at post graduate level: The Post Graduate Diploma in Management (PGDM) and the Master of Business Administration (MBA). Both are AICTE approved. Both are premium programmes, comparable to similar programmes offered by leading B-Schools in the country. The PGDM programme, however, is TSM's FLAGSHIP programme, and offers certain exclusive features, which are detailed in this section.

The Post Graduate Diploma in Management (PGDM) Programme

The Post Graduate Diploma in Management (PGDM) is TSM's FLAGSHIP Management Programme. It has been benchmarked against the top three IIMs (Ahmedabad, Bangalore, and Calcutta) and XLRI Jamshedpur and as such, in terms of design and inputs, is comparable to the best management programmes in the country.

Students graduating from TSM's Post Graduate Diploma in Management (PGDM) Programme will be awarded and AICTE recognized Diploma, which will be globally accepted by industry and academia.

The superior inputs provided to the PGDM students are demonstrated by the better placement record of PGDM students vis-a-vis MBA. The average annual salary of PGDM students in 2012-13 was MORE than Rs. 60k higher than that of MBA.

TSM PGDM programme has been designed to transform young aspirants into role-ready professionals. The course seeks to meet the changing expectations of the corporate world as they continuously reposition themselves to the dynamics of a globally connected environment. The emphasis is to help the PGDM participants develop broader managerial and leadership attributes beyond functional knowledge. This includes developing a robust value system, strong analytical, quantitative, and application skills, effective communications, holistic business perspective,

adaptability and interpersonal skills. The PGDM curriculum and pedagogy have been carefully structured to achieve this intent.

TSM PGDM programme is generally management programme with possibilities for specialization along functional lines. The programme is spread over 6 trimesters (terms), each of about 12 weeks duration, over two years. Three streams of learning viz. the academic, leadership and practice school will be imparted and integrated during each term. The academic courses offered during the first year include core courses in functional areas such as Marketing, Finance, Organizational Behaviour and in Foundation disciplines such as Economics and Statistical tools. PGDM second year courses consist predominantly of electives in different functional and general management areas. The first year curriculum is designed not only to equip the PGDM participants with the required analytical tools and including handling general management but also to provide the base for the more specialized courses of the second year. The leadership stream includes, specialized courses on effective communication skills, assignments in industry, thinking skills, ethics and values, integrative skills etc.

Another key differentiator of the TSM PGDM programme is the practice school stream involving experiential learning through continuous engagement with the industry, along with the academic and leadership streams. This is sought to be achieved through, field immersion projects, guest lectures by senior management professionals and a summer internship of 12 weeks' duration at the end of the first year. It is also envisaged to offer, as part of the course, an eight-day Rural Immersion Programme to expose the students to the leadership challenges of organizing and achieving inclusive, sustainable growth. These initiatives will help the PGDM participants to evolve into well-rounded, role-ready professionals with a good appreciation of the real world issues.

The students are also given rigorous leadership training, crisis management and team building exercises in a leadership camp for three days run by professional who have several years of experience.

About the Conference – NCDM - 2014



Objective

This conference aims in bringing together innovative academicians, researchers and industrial experts in the fields of Management, Information Technology and allied fields to a common forum, for a constructive dialog on theoretical concepts and practical ideas in recent research trends in Digital Marketing.

Due to internet evolution and revolution, companies need to understand the incredible business power of the Social Media. The social media like Facebook, Twitter, Orkut, YouTube and Linked-in provide the opportunity for authentic interaction and engagement in Marketing. This conference will provide a platform to discuss the emerging concepts, tools and applications in Digital Marketing and is an opportunity to researchers to present their state-of-the-art work.

The Topics of Interest

The technical sessions of the conference will consist of key-note addresses and original contributory papers reporting theoretical and experimental research, development, design, testing and measurement works. The topics of interest includes but not limited to:

- **Online Marketing**
- **Mobile Marketing**
- **Viral Marketing**
- **E-commerce**
- **Social Media**
- **Web Marketing**
- **Content Marketing**
- **Email Marketing**
- **Affiliate Marketing**
- **Digital Metrics**

Director's Message



Prof Gautam Ghosh,

B.Tech from IIT Kanpur,

PGDM from IIM Calcutta

Dear all,

I am delighted to inform you that the National Conference titled "Digital Marketing (NCDM-2014)" will be organized under the auspices of Thiagarajar School of Management at Madurai on 31 January 2014. The Conference will bring together business executives, academicians, researchers and management consultants, to address the challenges and opportunities unleashed on the Indian industry by the advent of digital marketing technologies. The programme will consist of thoughtful leadership, industry research, best of breed case studies, best practices and management solutions and tools that industry can utilize to enhance the profitability and growth of their enterprises.

These eminent practitioners and thinkers will help us to achieve the objectives of the high class confluence of industry and academia at the conference.

We look forward to welcoming you on 31 January.

With warm regards



Principal's Message



Prof.J. Sathyakumar, M Com, MA, MBA, PhD

Dear all,

It is indeed a matter of immense pleasure to announce that Thiagarajar School of Management, is going to organize the National Conference on "*Digital Marketing*" (NCDM-2014) on 31 January 2014.

I am confident that the conference discussions and the publication of the conference proceeding will bring opportunities among the academicians, corporate delegates, research scholars and students to present their innovative ideas, most up-to-date findings, and technical proficiency in various fields of Management and Strategies.

On behalf of Thiagarajar School of Management, I heartily welcome the Honorable Keynote Speakers, eminent academicians, corporate delegates and all the paper presenters to NCDM 2014.

With Warm Greetings

A handwritten signature in black ink, appearing to be 'J. Sathyakumar', written on a light purple background.

Conference Chairman's Message



Prof.P. Mohan Suyamburaj, M Sc, MBA, M Phil, PhD

“Technology, internet, mobile and social networks have changed the way brands interact with their customers. Also, the natural evolution of traditional advertising budgets to digital advertising has created a demand for qualified professionals who think creatively and use digital tools to measure and capitalize on opportunities that digital marketing brings”. Alberto Bebulan

As the world has moved online, the distance between companies and customers has collapsed to zero. For both consumers and business, the world is speeding up becoming more uncertain and more technology-based than ever before. Today, more and more people are becoming accustomed to using the Internet to find information about products and services, as such, brand managers know that creating their products or brands online presence is becoming vitally important as well.

In trying to keep up with these changes and manage complexity, brands are faced with new challenges that traditional marketing cannot meet. We are reaching the limits of yesterday's mass media communications and are in the midst of a paradigm shift brought on by digital technologies and the emergence of new digital marketing opportunities.

This new paradigm calls for a new approach to marketing. This conference will explain how to re-think marketing in the digital age and how to create, equip and organize marketing teams for meeting the needs of the new digital consumer.

With warm regards



Conference Coordinator's Message

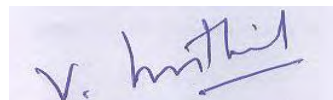


Prof. V. Senthil, M.C.A. M.Phil., Ph.D.

Thiagarajar School of Management is proud to host the first National Conference on Digital Marketing. Due to rapid advancements in the field of Digital Marketing it is imperative that we also keep abreast with the new developments. It is my great privilege to welcome you with open arms to the National Conference on Digital Marketing being hosted by our TSM, Madurai during 31 January 2014. We are very much thankful to the authors and participants from industries and academic institutions. I express my sincere thanks to our Management, Director and Principal for extending full support in every sphere of NCDM-2014. Our sincere thanks go to keynote speakers Mr. R. DAMODHARAN, Executive Director IBM, Madras, Mr. G. SANKARNARAYANAN, Managing Partner, Younomy Consulting Services, Dr A G V NARAYANAN, Dean, Faculty of Management, EBET Group of Institutions, Tirupur, Mr. SHYAM KRISHNAMOORTHY, Consultant, DataRPM, Bangalore and Mr. K.T. RAJAN, CEO, RAJEXIM, Madurai for accepting our invitation to deliver the invited talk and making the conference a memorable event. Due credit has to be given to all members organizing committee of our college for sheer dedication and Hard work.

We, the Organizing committee look forward to having you with us for the national conference and help us make it successful with your active participation.

With Warm Greetings

A handwritten signature in blue ink that reads "V. Senthil" with a horizontal line underneath.

Organizing Committee Details

Faculty Coordinators:

Dr.P. Mohan Suyamburaj MBA, M Phil, PhD

Specialization: Marketing, Entrepreneurship and Strategic Management

Dr.P. Mohan Suyamburaj has 42 years of academic experience. During this tenure he was nominated for the award of "Rashtriya Shiksha Samman Puraskar" for the year 2004-2005 by All India Business & Community Foundation, Delhi and also selected for "Jewel of India Award" for the year 2004 by International Institute of Education and Management, Delhi. He has received the "Best Teacher" Award from JCI, Sivakasi, for the year 2007. He has organized various conferences and published papers in international and national level journals.

Dr.V. Senthil MCA, M Phil, PhD

Specialization: Digital Data, Computer Applications and Information Systems

Dr.V. Senthil has 14 years of academic and 2 years of industry experience. His area of research includes Digital Watermarking, Wavelet Transforms and Multimedia Computing. He has published six IEEE & ACM indexed research papers and has participated and presented in six international conferences included ICIMTR-2012, Malaysia and ITInnovations-2008, UAE. He has received and participated in the Summer Research Fellowship at Machine Intelligence Unit, Indian Statistical Institute; Kolkata sponsored by Indian Academy of Sciences, Bangalore and also participated in JTG-Summer School at Indian Institute of Sciences, Bangalore. He has participated in six workshops including one at IIT Delhi. He is the Technology Manager at Thiagarajar School of Management.

Student Volunteers

S. No.	Name	CLASS
Overall Co-Ordinator		
1	S. Venkateswaran	II-MCA
Reception		
2	J. Annie Victoria	I- PGDM
3	S. Padmaja	I-MBA
4	M. RathiPriya	I-MBA
5	K.G. Neshma	II-MCA
Master of Ceremony		
6	P. Gracelin	I- PGDM
7	M.R. Jagannath	I- PGDM
8	B. Neeraja	II- MBA
Hospitality		
9	R. Vigneshwar	I- PGDM
10	M. Gowtham	I- PGDM
11	B. Divya	I-MBA
12	S. Karthiga Devi	II-MCA
13	S. Vishali	I- PGDM
Certificate		
14	S.V. Sivabalan	I- PGDM
15	N.Y. Preethalakshmi	I-PGDM
16	S. Sowmini	I-MBA
Photography		
17	B. Muthukarthik	II-MBA
18	P. Sathish	II-MBA
19	S. Balaji	I- MBA
Media		
20	K. ArunKesav	I- PGDM
21	M. Vijay	I- PGDM
22	A.S.P. Yamini	I-MBA
23	V. Sivasankari	I-MBA
24	R. Vigneshwar	I- PGDM



THIAGARAJAR
SCHOOL OF MANAGEMENT



National Level Conference on Digital Marketing
NCDM-2014 - 31 JAN 2014

AGENDA

Time	Program	Resource Person
09.00	Registration	
09.45	Inauguration	Prof Gautam Ghosh , Director, Thiagarajar School of Management, Madurai
10.00	Expert Lecture 1	Mr.G. Sankarnarayanan , Managing Partner, Younomy Consulting Services
10.40	Expert Lecture 2	Dr.A.G.V. Narayanan , Dean, Faculty of Management, EBET Group of Institutions Tirupur
11.20	Tea Break	
11.40	Paper Presentation	Authors
13:10	LUNCH	
14.00	Expert Lecture 3	Shyam Krishnamoorthy , Consultant, DataRPM, Bangalore
14.40	Expert Lecture 4	Mr.K.T. Rajan , CEO, RAJEXIM, Madurai
15.20	Expert Lecture 5	Mr.R. Damodharan , Executive Director, IBM, Madras
16.00	Tea Break	
16.20	Panel Discussion and Knowledge Sharing Q & A (by Authors, Students and others)	
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