

An International Conference on Digital Marketing was conducted on 20<sup>th</sup> & 21<sup>st</sup> February 2015 with the basic objective of discussing broad range of issues in ‘Digital Marketing’ space. The conference was inaugurated by Dr.S.Mohan, Former Supreme Court judge with Dr.G.Viswanathan, Founder and Chancellor of VIT University, Vellore as the Chief Guest. 5 Technical Sessions were held and 32 papers were presented. Dr.M.Ravichandran, Registrar (I/C), Bharathidasan University, Trichy, delivered the valedictory address on 21<sup>st</sup> highlighting the importance of ‘digital’ medium in this era and how marketers should reengineer themselves to meet the ‘digital’ challenge.

#### **The Schedule of the conference**

<b>Speakers</b>	<b>Topic</b>
Hon’ble Justice Dr.S.Mohan Former Supreme Court Judge Government of India	Young Minds
Dr.G.Viswanathan Founder and Chancellor Vellore Institute of Technology Vellore	Importance of Digital India
Mr.Amar Prasad Reddy Additional Director – General National Cyber Safety and Security Standards Chennai	Digital India
Mr.S.Senthil Anand Head- Business Development KRDS, Chennai	Search Marketing
Dr. V.J.Siva Kumar Head-Department of Management Studies National Institute of Technology Tiruchirappalli	Digital World
Mr.V.Vedanarayanan General Manager- Marketing Stayzilla.com, Chennai	E-Commerce Evolution and Trends in India –A Perspective of the Digital Marketing Channel Mix
Dr.S.Sundar Associate Professor Bharathidasan Institute of Management Tiruhirappalli	Social Media Marketing
Mr.John Gilbert Director, Digital Strategy and Brand Management, Novelis Inc. USA	CMO/CIO collaboration strategies to Maximize impact

Mr.Subbu Ramanathan Director Global E-Commerce Technology Management Brady Corporation , USA	Digital Strategies to leverage IOT
Dr.R.Rama Subu Associate Editor, Dinnamalar, Tiruchirappalli Dr.A.G.Sayinath Director	Bick and Mortar Versus Digital – The way forward
Dr.S.Chellaiah Associate Professor LIBA,Chennai	Bick and Mortar Versus Digital – The way forward
Mr.A.G.Sayinath Director BI and DWH, Sonata Software Ltd, Bangalore	Data Analytics
Dr.M.Ravichandran Registrar Bharathidasan University ,Tiruchirappalli	Importance of E-Marketing