C A L L   F O R   P A P E R

Special Session

on

"Digital Marketing Analytics, Marketing Technology and Artificial Intelligence"

in

International Conference

on

Intelligent Engineering and Management

(ICIEM-2022)

27th – 29th April 2022

at

Amity University, 24 Bedford Square, Fitzrovia, London WC 1B 3HN, UK

Technically Co-Sponsored by

All accepted & presented papers of the Conference by duly registered authors, will be submitted to IEEE Xplore Digital Library for Inclusion.

Session Chair:

Dr. Aditya Kumar Gupta, AIBS, Amity University, UP, Noida
Dr. Alka Maurya, AIBS, Amity University, UP, India

Important Weblinks:

- To visit Conference Website, **click here**
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Important Dates:

Paper Submission Deadline:	15-March-2022 (Extended)
Notification of Acceptance:	20-March-2022 (Extended)
Camera Ready Paper Submission Deadline:	25-March-2022 (Extended)
Last Date of Registration:	25-March-2022 (Extended)
Conference Date:	27th – 29th April 2022

Amity University is research driven University which offers higher education in diverse field from Engineering, Management, Life Sciences, Applied Science and the like. Amity University provides quality platform for research in field of Academics. The campus is organizing International Conference on Intelligent Engineering and Management on 27th – 29th April 2022.

This Conference includes many topics which were deeply deliberated, and which brewed new ideas. Thus, giving rise to new avenues for researcher. We aim to take those concepts further to derive fresh hypothesis and arrive at the logical deductions. The participation of scientist from across the globe was very encouraging in our last conferences organized in India. This time we are anticipating even larger congregation from more diverse domains as we are reaching out too many eminent philosophers, thinkers and academicians from scientist fraternity.

Sub-themes *(but not limited to)*:

- Smart Technologies and Marketing Automation
- Artificial Intelligence and Marketing Automation
- Advertising Technology
- Instant Messengers and Marketing Communications
- Integration of Machine Learning with Automated Marketing
- AI-based Data Analytics
- Programmatic Advertising
- IOT and Brand Marketers
- Cloud Computing and Digital Natives
- Mobile Marketing Technologies

- Emerging Marketing Technologies Adoption for International Market
- Block Chain Technologies and International Marketing
- Cryptocurrency and International Marketing
- Edu Tech and Online Engagement in Millennials
- B to B and CRM Technologies
- Video Marketing Technologies and International Marketing
- Web Analytics 2.O
- Personalization and Micro Targeting
- Database Marketing Techniques and Models
- Artificial Neural Networks
- Customer Privacy and Database Marketing
- Digital Transformation of Business and Industries
- Technology Management and Supply Chain Management
- Marketing Automation and User Experience
- Digital Marketing strategies and NPO
- Marketing Automation System
- Marketing Technology Stacks
- Machine Learning application UX
- Intelligent Systems and hyper Personalization
- Natural Language Processing in e-commerce
- Computational Intelligence for Business
- Big Data, Intelligence Information Processing
- AI and Online Education Technologies

Note: It is a mandatory requirement that all papers submitted for this session must be e-mailed to akgupta@amity.edu along with EasyChair submission.

In case of any query, please write to us on:
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