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# **CALL FOR PAPER**

**Special Session**

on

***“Digital Technologies for Automation and  
International Marketing”***

in

**International Conference**

on

**Innovative Practices in Technology and Management  
(ICIPTM-2022)**

**23<sup>rd</sup> – 25<sup>th</sup> Feb 2022**

at

**Amity University, Greater Noida Campus**

**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 Chairs:**

**Dr. Aditya Gupta | Dr. Alka Maurya**

## **Important Weblinks:**

- To visit Conference Website, [click here](#)
- For Research Paper/ Article/ Manuscript Submission, [click here](#)  
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## **Important Dates:**

Paper Submission Deadline:	26 <sup>th</sup> January 2022 (Extended)
Notification of Acceptance:	28 <sup>th</sup> January 2022 (Extended)
Camera Ready Paper Submission Deadline:	30 <sup>th</sup> January 2022 (Extended)
Last Date of Registration:	30 <sup>th</sup> January 2022 (Extended)
Conference Date:	23 <sup>rd</sup> – 25 <sup>th</sup> February 2022

[Amity University](#) is a 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 Technological Advancements and Innovations on 23<sup>rd</sup> – 25<sup>th</sup> February 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 2.0
- 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
- Marketing Automation
- Digital Marketing strategies

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

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

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