



**AMITY  
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# **CALL FOR PAPER**

**Special Session**

on

***“Digital Marketing Analytics, Marketing Automation,  
Machine Learning and Artificial Intelligence”***

in

**International Conference**

on

**Computation, Automation and Knowledge Management  
(ICCAKM-2022)**

**15<sup>th</sup> – 17<sup>th</sup> November 2022**

at

**Amity University, Dubai International Academic City, Dubai, United Arab  
Emirates.**

**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, India**
- **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-July-2022
Notification of Acceptance:	30-July-2022
Camera Ready Paper Submission Deadline:	15-August-2022
Last Date of Registration:	15- August -2022
Conference Date:	15 <sup>th</sup> – 17 <sup>th</sup> November 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 Computation, Automation and Knowledge Management on 15<sup>th</sup> – 17<sup>th</sup> November 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
- Marketing Automation and Customer Relationship Management
- 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 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
- Cloud Computing
- Machine Learning
- Information Theory
- Network Security & Encryption Techniques
- Computer Architecture
- Large Scale Scientific Instruments
- Neural Networks and Fuzzy Logic
- Wireless Security
- Big Data
- Computation in Thermal Systems
- Ad Hoc Network
- Smart Grid & Control System
- Control Devices and Instruments
- Software Reliability

**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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