

TSDC-NCON 23-BAMMC

IQAC & Department of Bachelor of Arts in Multimedia and Mass Communication of
ZSCT's ThakurShyamnarayan Degree College, Mumbai



in association with

Tilak Maharashtra Vidyapeeth, Pune

Jointly Organises


NATIONAL E-Conference

ON

TRENDS IN ADVERTISING AS MASS MEDIA TOOL



 20th February 2023

 TIME: 10.00am- 4.00pm

Online Mode



Mr. BHAUTIK SHETH
Chief Guest

Mr. GAJENDRA DEODA
Key Note Speaker

- 16+ years of experience in corporate marketing, digital marketing and corporate training.
- Member of the Board of Studies of Management at Vanita
- Distinguished Digital Leader Award - Digital Marketing
- iVIPANAN won award of Special mention for "Digital Content
- 7 Research Papers on Digital Marketing published at national- international conferences
- Advisor to Digital Marketing committee for 2021-22 and Co-chairman in 2022-23 at The Southern Gujarat Chambers of Commerce and Industries
- Former online trainer of Google and Manipal Global Education's Digital Marketing program
- Has been associated as a Trainer and mentor with International Organization for Importer and Exporter, Master Mind Consultancy, Enhancerzz and Being Exporter

- Programme Executive in 'ETV' Marathi.
- Sub-Editor at Marathi Daily "LOKPATRA".
- PR head at "Woo-Hoo Media"
- Chairperson: 05 different subjects In Mumbai University
- Direction & script writing for ETV Marathi.
- Was the founder president of VASUNDHARA ENVIRONMENTAL GROUP Of Aurangabad.
- Paper setter: old/ new/revised syllabus BMM:for 15 subjects, MACJ: 16 subjects
- Produced Arthavishesh a weekly bulletin for "Akashwani" based on weekly developments related to Economy, Stock Markets and Industry, currently working as a casual News Reader.
- Course Coordinator with BMM Department, Sathaye College, Vile Parle since 2012 till date.
- Lecturer at MGM'S college of journalism and Mass communication, Aurangabad for 4 years.
- 17 years of teaching experience.

"ABOUT TSDC"

Zagdu Singh Charitable Trust's Thakur Shyamnarayan Degree College (TSDC)

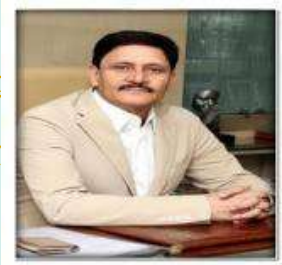
Institute Code – 1019

Thakur Shyamnarayan Degree College was entrenched in the academic year 2016 and is approved by Government of Maharashtra and affiliated to the University of Mumbai. It fulfils all the norms and standards set by the University of Mumbai.

Thakur Shyamnarayan Degree College (TSDC) is located at the 90 feet Road, Thakur Complex, which is easily accessible from either Borivali or Kandivli Railway Station and is next to Western Express highway.

Thakur Shyamnarayan Degree College (TSDC) provides extensive collegiate and co-curricular experiences for students, host of activities - in which students learn leadership skills, expand their academic horizons and celebrate cultural diversity. As reflected in the Mission statement, TSDC will provide benchmark career goals with high level of excellence and fostering education that is accessible, affordable and innovative.

Organizing Committee



Chief Patron

Shri V. K. Singh
Chairman, Thakur Education
Trust



Patron

Shri Rajesh Singh
CEO ZSCT's Thakur Shyamnarayan
Degree College, Mumbai



Principal

Dr. Sharad Phulari
ZSCT's Thakur Shyamnarayan
Degree College,
Mumbai

Call For Paper: Oral Presentation

Research Paper/ Article should start with the running title in bold with font size 14, followed by the author's name with affiliation and Email of the corresponding author. The text should be in Times New Roman with a font size of 12 in normal and references should be alphabetical in order.

Link- <https://drive.google.com/file/d/1z3ZFaw9MrOkIDYYdF3cxq50Lzg7p1yxL/view?usp=sharing>

Those who are submitting Research Paper have to refer to the above link

Subthemes

1. Evolution of Advertising
2. Need for Research in Advertising
3. Advertising yesterday and today
4. Advertising in Digitalized world
5. Emerging Trends in Advertising
6. Marketing Strategies used in Digital Media
7. Effect of Social Media Trends on Advertising
8. Advertising Ethics Emerging Methods and Trends
9. Current and Future Trends in Advertising
10. Advertising Media and Society

REGISTRATION LINKS AND IMPORTANT DATES

• Registration Link for participation - <https://forms.gle/vhp9ohugGks9UVTX6>

• Last Date for Registration - **7th February 2023**

• Link for Abstract Submission - <https://forms.gle/iFnB72srTqKWfcUH6>

• Last Date for Abstract Submission - **10th February 2023**

• Link for Paper and Presentation Video - <https://forms.gle/69wtDmGd1Q5a4a9X7>

• Last Date for Paper Submission & Presentation - **14th February 2023**

• Feedback link- <https://forms.gle/isGmemC8wDoYtQDq7>

• **E- Certificate will be provided to all Participants**

Paper Publication Charges - Rs.400/-

Conference Date - **20th February 2023**

All accepted papers will be published in a multidisciplinary double blind Peer Reviewed International Journal with ISSN Online number & 6+ Impact factor

Journal Name: International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

BANK DETAILS:

Payment Details: **ZSCT's Thakur Shyamnarayan Degree College**

Beneficiary Name: **Thakur Shyamnarayan Degree College**

Bank Name: **Axis Bank Ltd**

Saving A/C No: **91710060718699**

Ifs Code: **UTIB0000455**

Convener

Mrs. Chaturthi Apte

BAMMC Coordinator

9987290821

ZSCT's Thakur Shyamnarayan Degree College

Convener

Dr. Sunandan Yadav

HOD of PHD Section

Tilak Maharashtra Vidyapeeth

Co-Convener

Ms. Shubhangi Ghosal

Asst. Prof. BAMMC

8369768677

ZSCT's Thakur Shyamnarayan Degree College

Tilak Maharashtra Vidyapeeth Organizer:

Dr. Kalpana Ghatpande

Senior Faculty Management

Tilak Maharashtra Vidyapeeth

ZSCT's Thakur Shyamnarayan Degree College

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