



Two Days
1st National Conference
On
Effectiveness of Digital Media for Business and Education

(April 29-30, 2023)



Organized By.
Makhanlal Chaturvedi National University of Journalism and Communication, Datia Campus
Email: director.mcudatia@gmail.com



ABOUT THE CONFERENCE

Department of Media Management, of Makhn Lal Chaturvedi National University of Journalism and Communication, Bhopal is organizing 2 Day National Conference on Effectiveness of Digital Media for Business and Education (IC-EDMBE 23) during April 29–30, 2023. This Conference of MCNUJC, datia campus promises a rich mix of research presentations sessions. The resultant synergy is sure to set the tone for a slew of forward thinking ideas. The attempt is to bring richness in discussions by encouraging from researcher across the academic institutions and industry worldwide. This event will be marking their presence across the boundaries of corporate and the academic world.

ABOUT THE UNIVERSITY

Makhn Lal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, was established in 1991. The University is a member of the Association of Commonwealth Universities and the Association of Indian Universities (AIU). Unlike a conventional university, the university imparts education through network of Study Institutes spread over the whole country. Our departments are as:

Department of Electronic Media,
Department of Computer Applications,
Department of Journalism,
Department of Management,
Department of Mass Communication,
Department of New Media Technology,
Department of Advertising & Public Relations
Department of Communication Research
Department of Library Science



ABOUT THE DATIA—CAMPUS

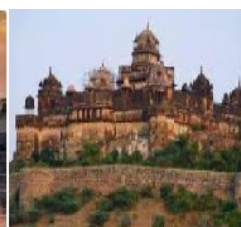
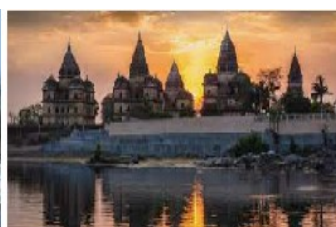
Datia Campus has been established to innovate and contribute in excellence of Teaching, Training and Research of Journalism and Mass Communication and Computer Application discipline to develop excellent Media professionals with Social Commitment. During academic session 2022-23 the campus is running following programmes:-

1. Master of Arts in Mass Communication MA(MC) – 02 years,
2. Bachelor of Arts (Mass Communication) BA(MC) H – 03/04 years
3. Bachelor of Business Administration (E-Commerce) – 03 years,
4. Postgraduate Diploma In Computer Applications (PGDCA) – 01 Year
5. Diploma In Computer Applications (DCA) – 01 Year



ABOUT THE CITY

Datia District is in Gwalior Division in the Indian state of Madhya Pradesh. The town of Datia is the district headquarters. It is an ancient town, mentioned in the Mahabharata as Daityavakra. The town is 69 km from Gwalior, 325 km south of New Delhi and 320 km north of Bhopal. About 15 km from Datia is Sonagiri, a sacred Jain hill. Datia is also about 34 km from Jhansi, Uttar Pradesh and 52 km from Orchha. The nearest airport is at Gwalior. There are many temples, including the Sidhpeeth of Peetambhara Devi, Buglamukhi Devi Temple, and Gopeshwar Temple





CONFERENCE SUB-THEMES

- NEP 2020,
- Print & Digital Media
- Advertising
- Tradition & Digital Marketing
- Human Resources Practices,
- Retail Marketing
- Retail Business
- CSR & CRM
- Banking & Insurance
- Fintech & Tradition Finance
- Tourism & I.T.
- Cyber Security & Cyber Fraud
- Media Business Management
- E-commerce & International Business
- Entrepreneurship Development,
- Digital Communication Platforms & Social Networking
- New Pedagogy of Teaching
- Accounting Education
- G-20 Summit
- Any other Topic Related to Conference Theme

GUIDELINE FOR PAPER CONTRIBUTORS

An abstract not more than 250 words should be sent latest by April 10, 2023, notification of the acceptance of abstract will be given within one week from the date of submission of the abstract and full length paper not more than 3500 – 4000 words should be sent not later than April 20, 2023.

All paper evaluated through double blind review process by experts drawn for reputed Universities/Organizations/Institutions in and outside India. Each contributor is required to submit double spaced copy of full paper (Hardcopy with CD/DVD) and an abstract 300 words in MS Word format. Full paper should be sent in table format Camera Ready Format in MS Word format. Times New Roman character should be use followed with 12 point font-size and 1.5 line spacing. The page set up should be in A4 size with .05” margin on all sides. References should be in Standard APA (Sixth Edition) format.

PUBLICATION

The manuscript selected by eminent experts will be published in our reputed e-ISBN Book.

BEST PAPER AWARD

In All Track, 3 papers will be selected for the Best Paper Award Such Authors and delegates whose papers are shortlisted for the Best Paper Awards will be given a certificate and an Award of memento. The best paper awards will be given during the valedictory session of the conference. The best paper will be selected on the quality of the research paper and the decision will be taken by the jury of consisting of eminent experts.

PRESENTATION MODE

Paper presentation will be conducting through online as well as offline mode, in each track the good quality of paper will be selected for presentation by the eminent experts.

REGISTRATION LINK

<https://forms.gle/rRTQssbqLct4t7FK7>



CONFERENCE FEES/ BANK DETAIL

All Participants have to register themselves with the required registration fee well in advance as per the conference schedule. 200 **INR** for Student and 400 **INR** for Research Scholar/Academician/Industry Person.

Accounting Detail are as below:

Account Name **Makhanlal Chaturvedi Rashtriya Patrakarita avam Sanchar Vishwavidyalaya, Bhopal**

Account Number **30780804099** Bank Name **State Bank of India, E-3/113 Arera Colony, Bhopal**

IFSC Code **SBIN0003867** Types of Account **Savings**

IMPORTANT DATES

Abstract Submission..... April 10, 2023

Full Paper Submission..... April 20, 2023

Conference Dates..... April 29-30, 2023

ORGANIZERS



Chief Patron

Prof. K. G. Suresh

(Vice-Chancellor, MCNUJC, Bhopal)



Patron

Prof. (Dr.) Avinash Bajpai

(Registrar, MCNUJC, Bhopal)

Convener

Dr. Kapil R. Chandoriya

(Director, MCNUJC, Datia Campus)

Ph. 8839924355, kapilraj@mcu.ac.in

Organizing Team Members

Mr. Shivdutt Sharma (9654480507), Mr. Ankit Muvel (9407014457), Mr. Akshar Patsariya, Ms. S. Rathor, Ms. Suman Kankane, Ms. Asha Dang, Ms. Jyoti Namdev

Other Supporting Staff

Mr. V. Ravi, Mr. Rahul Yadav, Mr. Dharmendra S. Kushwah

Venue

Makhanlal Chaturvedi National University of Journalism and Communication, Datia Campus
Rajghat Colony, Datia (Madhya Pradesh) Pin-475661



Online
Registration