

Department of Commerce
Jesus and Mary College,
(NAAC Accredited 'A' Grade)
University of Delhi

REPORT
of
International Conference
on

Social Media Marketing – Opportunities &
Challenges
(ICSMM-'19)

March 28-29, 2019

Venue: Jesus and Mary College
Chanakyapuri, New Delhi-110021. India

The power of social media is the ability to connect and share information with all persons having access to the internet. Today, because of Information Technology the world has turned into a global village. Marketing through social media is one of the most effective ways of introducing the company and its products in the market. Several companies have achieved amazing results through e-mail marketing.

Though social media offers unlimited opportunities, there are huge challenges attached with it. To discuss these opportunities and challenges the Department of Commerce, Jesus & Mary College was invited by Sr. (Dr.) Rosily T.L. r.j.m, the Principal of Jesus and Mary college to organize a Two-day International Conference on the theme *Social Media Marketing – Opportunities & Challenges* on 28th and 29th March, 2019 (ICSMM-19).

With an array of interactive and informative sessions, the conference aimed to provide all its delegates a holistic experience by inculcating in them knowledge and awareness of this digital world that surrounds them, while leaving them with some room for thought.

The conference was honored by the presence of eminent guests both National and International. They included Her Excellency Joanna Kempkers, High Commissioner, New Zealand High Commission, Justice Mukul Mudgal, Chairperson, Governance Committee and Review Committee FIFA and by the presence of Hon'ble Smt. Sheila Dikshit, Former Chief Minister of Delhi and President of the Delhi Pradesh Congress Committee.

Her Excellency Joanna Kempkers along with Justice Mukul Mudgal, Sr. (Dr.) Rosily T.L. r.j.m and the convenors released *The Abstract Book* put together by the Academic Committee, ICSMM-2019. On this occasion three books were released by Hon'ble Smt. Shiela Dikshit, which included "*International Business*", by Dr. Vibha Mathur & Ms. Priyanka Marwah, "*Insurance & Risk Management- Fundamentals & Applications*", by Dr. Nishwan Bhatia & Ms. Charu Sarin, and "*Women's Working World- A Mirror to their World*" by Ms. Amita Sahaya,

A special address by Dr. Bertrand de Hartingh, *Counsellor for Education, Science and Culture at the Embassy of France in India* was an important discourse on the Marketing of Indian Culture through Social Media.

The conference was a mix of debate and discussions organized by the faculty and students of the department consisting of plenary and technical sessions, special invited panels, workshops and a master class conducted by experts in the field.

Two forums of which CEO's of Corporates, Entrepreneurs and Founders of Start-Ups were the panelists was organized by our students a) Media Connect: Debates and Dialogues and b) 'Techocial', a Round Table Conference on the impact of Social Media Marketing.

A special invited Health Panel on the theme- ‘The New Age Communication Tool in Generating Community Awareness on Health Issues’, focused on the issue of the pervasiveness of fake news related to health on social media platforms and focused on the question ‘Is social media really social’. This was discussed by eminent medical doctors and psychiatrists from India and Italy. This invited Panel was chaired by Dr. Alok Mathur from the Ministry of Health and Family Welfare, Government of India

A Master Class on ‘Outcomes & Effects of Social Activism: Whose Voices are Heard and How?’ was conducted by international experts from Sweden. The student participants nearly 80 in number who had pre- registered for the event, attempted to explore their past and present experiences with social media and discussed the way forward.

Students organized a workshop on ‘Cyber Security’ which shed light on topics such as ATM tampering and misinformation. Information was given about Cyber Crime Prevention against Women and Children how it works and how it can be used by us to report cybercrimes. This workshop had more than 60 enthusiastic participants.

With an aim to increase brand awareness and to draw attention to company values, a Social Media Campaign Designing Competition, “Viral in Nature” was organized by the students. Besides, A Career Fair, ‘Erudite’ was also organized by the students of the Management Interaction Cell of JMC. More than 25 companies and institutions participated in this first ever career fair in JMC.

An Inter- college Art show and competition was one of the highlights of ICSMM-19. This was in collaboration with the Fine Arts Society of the College. The show displayed a diverse collection of 2D and 3D art pieces. The displayed art pieces explored topics like Role of social media platforms and the Future of social media marketing. The chief guest at this event was the eminent artist Shobha Broota. The show was curated by Dr. Nishwan Bhatia, who was also the co- head of the Academic team.

The Plenary Sessions based on the theme of the Conference including: Social Media: A New Age Communication Tool, Social Media as a Tool for Empowerment, Social Media: Intrusion and Privacy and the last Plenary the Economics of Social Media saw eminent researchers and practitioners having an interactive discussion both among themselves and with the audience.

The two days of the international conference saw more than 600 participants. A total of 12 sessions including plenary and special invited sessions, workshops had around 44 speakers. Our International Participants included eminent academics, researchers, medical practitioners, media representatives from Italy, Sweden, Germany, New Zealand and France.

The Technical Sessions chaired by eminent academicians saw approximately 40 papers presented by Researchers and Students from Universities from India and Abroad.

The guests at the Valedictory Session included Prof. Dinesh Singh, *Chancellor, K.R. Mangalam University and Former VC of University of Delhi*, and Ms. Dora Bertucci, *Community Leader Airbnb, Italy*. They distributed the prizes for the various competitions held during the Conference. The closing address was given by Sr. (Dr.) Rosily T.L. r.j.m, *Officiating Principal, Jesus and Mary College*. Finally, an evening of semi classical music and a rousing Korean Drummers performance saw an end to a most successful and exciting conference.

Dr. Sunita Kaistha & Dr. Rekha Dayal
Convenors, ICSMM-19

Dr. Vibha Mathur
Academic & Cultural Head



