



**Under Quality Improvement Program  
of University of Pune.**

**State Level Seminar (Two Days)**

**On**

**“Social Media and Consumer Driven Marketing”**

**Saturday 11<sup>th</sup> Feb.2012 and Sunday 12<sup>th</sup> Feb.2012**



**Organised By:**

**Aditya Institute of Management**

**Sr No- 42, Next to Spring Dale School, Narhe,Pune-411041**

**Tel: 020-32416905 / 02024699115 Fax:020-24459146**

**[www.adityainstitute.net](http://www.adityainstitute.net)**

## **About AIM**

Aditya Institute of Management (AIM) is one of the growing MBA Institute in Pune and is approved by the AICTE, recognized by Govt. of Maharashtra and affiliated to the University of Pune. It commences operating in the year 2009-2010 with a batch of 60 students and has been successful in imparting the best quality education as per the University and AICTE norms.

The Institute consists of state of art infrastructure which can accommodate an academic intake of 120 students at a time, has a Wi-Fi campus with ultra modern amenities and highly educated and experienced Faculty to cater to the needs of budding MBA's.

The University of Pune has honored Aditya Institute of Management with an approval of conducting University Level & State Level Seminar under the Quality Improvement Programme for the year 2012.

## **About the Theme**

Social media allows consumers to spread their thoughts about different companies, their products, and their customer experiences. Whether it's a blog, a tweet, or a message on a Facebook wall, consumers are making their voices heard – louder and faster than ever before.

Consumers are no more vocal than they were a decade ago, but their reach goes out much farther with the dozens of social networks available to them. So, business owners must listen. Gone are the days of only focus groups, sales data, and surveys. Sure, those things are still integral parts of successful CRM, but so is social media. It's opened up a whole new dialogue for CRM professionals. Social media has thrust companies' focus back onto pure customer relations. It allows consumers to convey their thoughts and feelings immediately and without any filtering.

## **Calls for Paper**

**\*\*Research papers that may insight the seminar theme more precisely and provide a desk of discussion on the same, are invited from academicians, researchers, corporate delegates and students. The subthemes are,**

- Social Media and Marketing Strategy.
- Product Branding and Social Media
- Social Media and its role in Product Promotion.
- E-Commerce and Social Media.
- Social Media and Financial Services.
- Social Media in the Insurance Sector
- Any other theme that can elaborate the main theme.

## **Guidelines for Paper Formatting**

The Abstracts should be send not exceed 150 words briefing out entire content of the paper. The Abstracts should be followed with 5 Key Words.

A Font Size of 12 Times New Roman for matter and 14 Times New Roman for inside Headings should to be used. The papers should be of Double Line Spacing with 1 inch Margin on each side with APA Style Citation. The length of paper should not exceed 5000 words.

## **Body of a Paper**

The participants are requested to follow the given sequence for their research papers.

1. **Preliminaries:** Name of Author/s with institution name, Address, Contact No. E-mail and Affiliation.
2. **Main Contents:** Introduction of Topic, Concept Elaboration, Methodology, Data Interpretation, Findings, Conclusions, Recommendations, Bibliography and References.
3. End Notes can be used instead of Foot Notes.
4. Papers should be electronically typewritten.
5. Tables and figures should be properly numbered and titled.

## **Important Dates**

Last Date of Submission of Abstracts	28 <sup>th</sup> Jan.2012
Last date of submission of full paper along with registration fees	4 <sup>th</sup> Feb.2012

## **Submission Details**

All the papers have to be sent through Soft Copy to,

aim.conference41@gmail.com

poonamvatharkar41@gmail.com

## **Registration Fees**

1. Students/Researcher –Rs.500
2. Faculty Members-Rs.1000
3. Corporate Delegates-Rs.1000

**\*\*Timing for Registration 9.00 a.m to 10.00 a.m on the day of the Seminar**

**\*\*Payment should be made by cash or DD in Favour of ‘Aditya Institute of Management,Pune’ payable at Pune.**

## Program Schedule

### Day 1 (11/02/2012)

Sr. No.	Time	Event
1	9.00am-10.00am	Registration & Tea
2.	10.00am- 11.00am	Inauguration
3.	11.00am- 1.00pm	Guest Speaker-I
4.	1.00pm-2.00pm	Lunch Break
6.	2.00 pm -3.15 pm	Guest Speaker-II
7.	3.15pm - 3.30 pm	Tea Break
8.	3.30 pm -5.00 pm	Paper Presentations

### Day 2 (12/02/2012)

Sr. No.	Time	Event
1	9.3am-10.00am	B/F & Tea
2.	10.00am- 12.00am	Guest Speaker-III
3.	12.00noon- 1.00 pm	Lunch Break
4.	1.00 pm -3.30 pm	Paper Presentations
6.	3.30 pm – 4.00 pm	Tea Break
7.	4.00 pm --5.00 pm	Valedictory Function

**Patrons**

- 1. Mr. Kevalchand Kataria.....President
- 2. Mr. Shantilal B.Kataria.....Executive President
- 3. Dr.Sudhakar U.Jadhavar.....Secretary
- 4. Dr.Vijay Kulkarni -----Director

**Convenor**

Prof.Neha Chandak 9096317054

**Seminar Secretary**

Prof.Aniruddha Thuse 985901315

**Organizing Committee**

Prof.Poonam Vatharkar

Prof.Arjun Kale

**Map**

