



International Conference

On

Local to Global Marketing: Transformative Strategies, Digital Innovation & Sustainable Growth

Organized By

Department of Business
Management & Entrepreneurship
In Collaboration with
Dr. Lohia Incubation Foundation

7th-8th NOV, 2025

Venue:-

Swami Vivekanand Auditorium

Chief Patron

Col. (Dr.) Bijendra Singh

Patron

Prof. Himanshu Shekhar Singh

Convenor

Prof. Shailendra Kumar Verma

Head

Department of Business Management &
Entrepreneurship

Dean

Faculty of Commerce and Management

Organizing Secretary

Dr. Rana Rohit Singh

Co-Convenors

Dr. Ravindra Bhardwaj

Dr. Rakesh Kumar

Dr. Mahendra Pal Singh

Dr. Ashutosh Kumar Pandey

Joint Secretary

Dr. Nimish Mishra

Dr. Deepa Singh

Dr. Anshuman Pathak

Dr. Anurag Tiwari

About the Conference

The International Conference on “Local to Global Marketing: Transformative Strategies, Digital Innovation & Sustainable Growth” aims to bring together academicians, researchers, industry leaders, and students on a common platform to share insights, experiences, and innovative ideas. The conference will focus on the dynamic shift from local to global markets, exploring how digital innovation, sustainable practices, and transformative marketing strategies are shaping business growth worldwide. It seeks to promote dialogue, collaboration, and knowledge exchange to address emerging challenges and opportunities in the global marketplace.

About the Ayodhya

Ayodhya, often referred to as the "City of Lord Rama," is one of the most ancient and culturally rich cities of India. Mentioned in the Ramayana, Atharvaveda, and several Buddhist and Jain texts, Ayodhya has been a cradle of spirituality, philosophy, and cultural harmony for centuries. Situated on the banks of the holy river Sarayu, it has long been a sacred destination for Hindus, Buddhists, Jains, and Sikhs, each of whom associates the city with important historical and religious figures. In modern times, Ayodhya has become a global symbol of faith, attracting pilgrims, researchers, and tourists alike. With the inauguration of the Shri Ram Mandir, the city has entered a new phase of development, blending tradition with modern infrastructure, tourism, and economic growth. Ayodhya today represents not only the spiritual essence of India's civilization but also its aspiration for sustainable cultural and economic progress.

About the University

The government of Uttar Pradesh, established Avadh University, Ayodhya, initially as an affiliating university by its notification No. 1192/fifteen-10-46(6)-1975 dated 04 March 1975 and appointed Prof. (Dr.) Surendra Singh as the first Vice-chancellor. In 1993-94, it was renamed as Dr. Rammanohar Lohia Avadh University, Ayodhya in the memoriam of late Dr. Rammanohar Lohia, an epic socio-economic ideologue and freedom fighter par excellence. The university initially started its office in a rental building at Civil Lines, Ayodhya. The land acquisition process for the varsity's formal office started in 1976. Ultimately, the then Chancellor and the Governor of state Shri G.D. Tapase laid the foundation of the present administrative building of the varsity on 02 May 1978. The university assumed the shape of an affiliating cum residential varsity in April 1984. The residential segment became functional with the opening of four PG departments in the campus viz. History, Culture & Archaeology, Economics & Rural Development, Mathematics & Statistics and Physics & Electronics. Four more departments viz. M.B.A, Bio-Chemistry, Microbiology and Environmental Sciences were added to its academic paraphernalia in 1993-94 which in turn brought recognition of the varsity under 12B scheme of U.G.C. In 2000-01, the Institute of Engineering & Technology was established on the campus with B.Tech. (in Mechanical Engineering, Information Technology, Computer Sciences and Electronics & Communication Engineering) and M.C.A. courses. In the same year, some other courses like M.C.J., M.S.W., B.Lib. and M.Lib. were also added to widen the academic spectrum of the residential setup. In addition, several PG programs like M.Sc-Biotechnology, M.T.A., M.P.Ed., M.Ed. and UG programs like B.B.A., B.C.A. and B.P.Ed. became functional on the campus from the session 2005-06. The university started five new courses in campus from session 2017-18. Presently, the university is catering education to about 5 lakhs regular/private students through its nine residential PG departments and on-campus Institute of Engineering along with more than 600 affiliated colleges spread over in the 7 districts of Ayodhya, Sultanpur, Ambedkarnagar, Lucknow, Barabanki, Baharaich and Gonda.

About The Department

Department of Business Management and Entrepreneurship was established in December 1993 (having an initial intake of 30 students) with the approval of AICTE and UGC. The Department's intake was increased to 60 in the MBA program and two new professional Undergraduate and job-oriented programs – Bachelor of Business Administration (BBA) and Bachelor of Computer Application (BCA) started from the session 2005-06. With the demand in the industrial sector for multi-specialized management graduates, the department introduced the system of dual specialization (Major and Minor) in MBA and BBA programs along with offering all the important functional areas e.g. Marketing, Finance, HRD, and IT. The department has introduced two new courses M.B.A. (Agri-Business), and M.B.A. (Finance & Control) from the academic session 2018-19 and Session 2019-20 two more popular professional programs, MBA (Hospitality Management) and MBA (Tourism Management). Now it has become the largest department amongst the State Universities with Students' Strength more than 1000 and 30 faculty positions. The department has organized more than two dozen programs such as seminars, workshops, training, youth festivals, and various extracurricular activities for enriching and adding value to the knowledge, and overall personality development of the students. The students of the department have been placed in various multinational and national organizations thereby building a strong alumni base. From the Session 2021-22 B.Com. program has started in the department under NEP 2020 with an intake of 60 Students.

Objectives

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- Understanding Global Market Trends – Analyze the latest marketing strategies, digital transformation, and consumer behavior in global markets.
- Exploring Digital Innovation – Discuss how AI, big data, social media, and e-commerce are reshaping international business.
- Promoting Sustainable Growth – Address green marketing, ethical business practices, and corporate social responsibility

(CSR) for long-term success.

- Bridging Academia & Industry – Facilitate collaborations between researchers, businesses, and policymakers to develop practical solutions for market expansion.
- Empowering Startups & SMEs – Provide guidance on scaling businesses globally, overcoming trade barriers, and leveraging digital platforms.
- Enhancing Cross-Cultural Marketing – Understand the impact of culture, localization, and branding strategies in different international markets.
- Encouraging Research & Innovation – Promote academic research, case studies, and best practices in global marketing and digital business models.
- Networking & Collaboration – Create a platform for students, researchers, entrepreneurs, and corporate leaders to share ideas and build global partnerships.

Conference Themes

A. Digital Transformation & Innovation

- AI and Machine Learning in Global Marketing
- Role of big data in customer engagement
- Emerging trends in social media marketing

B. Global Branding & Market Expansion

- Localization vs. globalization: Finding the right balance
- Influencer and experiential marketing for international audiences
- Managing brand perception across different cultures

C. Sustainable & Ethical Business Practices

- Corporate Social Responsibility (CSR) in global marketing
- Green marketing and eco-friendly branding
- Ethical sourcing and supply chain sustainability

D. Consumer Behavior & Cross-Cultural Strategies

- Behavioral economics in digital marketing
- Adapting to cultural nuances in advertising
- Global customer engagement and retention strategies

E. Startups, SMEs & Emerging Markets

- Scaling from local to global: Success stories
- Challenges faced by startups in international expansion
- Funding opportunities and investor insights

E. Tourism and Hospitality

- Tourism Startups and SMEs
- Cultural Heritage & Religious Tourism
- Challenges in International Expansion
- Tourism Policy and International Collaboration
- Technology and Virtual Tourism

Guidelines for paper submission

- Only original and unpublished work is to be sought.
- The author and Co-author should register separately
- Abstract and full paper should be submitted in MS Word format only.
- Paper format: Single Column, A4 Size, 1.5 line spacing.
- Font Style: Times New Roman, Font Size 12.
- Word Limit: Total word limit for each paper should be between 2500-3000 words.
- Reference should be arranged using APA style.
- First page: Title, Author(s), Affiliation(s), Email.
- Abstract between 200-300 words with 3-5 keywords.
- The paper should be free from plagiarism (not more than 10%).
- The paper should be sent through email to seminarbmbarml@gmail.com
- Selected papers will be published in Scopus Journal.

Important Dates

Online Registration- 10th Sept, 2025
Abstract Submission- 28th Oct, 2025
Full Paper Submission- 30th Oct, 2025

REGISTRATION FEE

Industrialist	Rs. 1500
Faculty	Rs. 1000
Research Scholars	Rs. 800
Students	Rs. 200

BANK DETAILS

Bank Name: State Bank of India

Account Name: Dr. Rammanohar Lohia Avadh University, Ayodhya

Account No.37307313683

IFSC Code: SBIN0018450

Registration Link-

<https://docs.google.com/forms/d/e/1FAIpQLSfDODhozvMUhWvT3hU301NE2tzONVikeqhmwerE-LPIIP1TjQ/viewform>

- Paper presentations will also be conducted in online mode.

Coordinators

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Advisory Committee

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- Prof. Ajit Shukla, MGKVP, Varanasi
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- Prof. Tanuj Nandan SMS MNNIT, Prayagraj.
- Prof. R K. Shashtri, MNNIT, Prayagraj

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