

Invited Speakers

Keynote Speaker:



Dr. Anant Sharma
Executive Committee member BIS & National
Chairman of Consumer Confederation

International Speakers:



Ms. Geetika Jaiswal
Ph.D. Assistant Professor,
Dept. of Family & Consumer Sciences, School
of Education & Urban Studies,
Morgan State University
Topic : **Conscious Fashion: The Rise of
Ethical Consumerism**



Mr. Randy B. Lanozo:
Corporate Director for Academics,
Jiji Ilagan International Schools, Philippines
Topic: **Sustainability & Ethical Consumerism**

National Speakers:



Ms. Priti Pandya,
National President CCI
Topic: **Marketing Strategies & Consumer
Psychology**



Dr. Suman Singh
ICAR Emeritus Professor, Former Director
Student Welfare, MPUAT, Udaipur
Topic: **Empowering Consumers in the Digital
Age: Impact on Vulnerable Populations**



Dr. Deepa Bhatnagar
Registrar, G.B.Pant university of Agriculture &
Technology, Uttarakhand, India
Topic: **Financial Literacy & Smart
Consumption.**

**Last date for paper submission:
20th March 2025**

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Chief Patron



Er. Bhikhubhai B. Patel
Chairman
Charutar Vidya Mandal
Vallabh Vidyanagar

Patron



Dr. Indu Bansal,
Retd. Dean,
Banasthali
Vidyapeeth,
Director,
Saksham Society,
Jaipur Rajasthan

Chair person



Abha Khatarpal
Retd. Principal
Home Schooling
DAV College for girls
Yamunanagar
Haryana

Organiser



Dr. Shilpi Chauhan
Founder,
Saksham Society,
Jaipur Rajasthan



Dr. Bhanu Y Chauhan,
Dean & Principal
Faculty of Home Science
S.M.Patel College of Home Science

Coordinator



Dr. Nidhi Gupta
Head Dept of FRM,
S. M. Patel College of Home Science



Dr. Shivani Dhodi Kakkar,
Health Counsellor,
Education Project Head,
Saksham Society,
Jaipur Rajasthan

Committee members



Dr. Minal Chauhan
Ass. Professor



Dr. Mittal Barot
Ass. Professor



Dr. Terri Makwana
Ass. Professor



Dr. Poonam Cza
Adhyapak Sahayak



Dr. Vandana Modi
Adhyapak Sahayak

About college

S.M. Patel College of Home Science established in 1971 been granted Autonomous status by the University Grants Commission (UGC) recently in 2024-25. We have successfully completed three cycles of NAAC accreditation, and have been recognized as a 'College with Excellence' by the UGC.

International Conference "Empowering Consumers in the Digital Age: Marketing Literacy, E-Commerce Trends & Consumer Well-being"

28th March 2025, Friday
11.00 am – 4.00 pm

Online
Source: G-Meet

Organised by



SAKSHAM SOCIETY
JAIPUR RAJASTHAN
A WORLD RECORD
HOLDER NGO



A CHARUTAR VIDYA MANDAL'S
**S.M.PATEL COLLEGE OF
HOME SCIENCE**
(AN AUTONOMOUS INSTITUTE)
AFFILIATED WITH S. P. UNIVERSITY
VALLABH VIDYANAGAR, GUJARAT



Conference Overview

Join us for an engaging and informative international conference where leading experts will discuss the transformative role of digital technology in consumer behavior. Explore emerging trends, innovative marketing strategies, & the critical issues of financial literacy, data privacy, & sustainable consumption in today's digital world.

Conference Objectives:

- To explore the impact of digitalization on consumer behavior and decision-making.
- To enhance consumer awareness regarding marketing strategies, digital transactions, and e-commerce trends.
- To discuss ethical considerations in marketing and consumer protection.
- To promote financial literacy and responsible consumption in the digital era.
- To highlight the role of AI and data privacy in shaping consumer rights and choices.
- To emphasize sustainable and ethical consumerism for a better future.
- To address challenges faced by vulnerable populations in navigating digital consumerism.

Conference Sub-Themes

1. Marketing Strategies and Consumer Psychology

- The Influence of Digital Advertising on Consumer Choices
- Ethical Considerations in Marketing and Consumer Manipulation
- Branding, Packaging, and the Psychology of Consumer Behavior

2. Digital Consumerism and E-Commerce

- Consumer Rights and Responsibilities in Online Shopping
- Data Privacy, Cybersecurity, and Consumer Protection
- Role of AI and Algorithms in Shaping Consumer Preferences

3. Financial Literacy and Smart Consumption

- Budgeting and Money Management in the Era of Digital Transactions
- Impact of Discounts, Sales, and Subscription Models on Spending Behavior
- Consumer Education for Avoiding Online Frauds and Scams

4. Sustainability and Ethical Consumerism

- Green Marketing and Eco-Friendly Consumer Choices
- The Role of Social Media in Promoting Sustainable Consumption
- Consumer Advocacy for Ethical Business Practices

5. Impact on Vulnerable Populations

- Digital Literacy and Consumer Protection for Senior Citizens
- Gender and Consumerism: Women's Empowerment through Smart Shopping
- Youth and Social Media Influences on Buying Behavior

Guidelines for paper submission

To prepare the manuscript, please follow these guidelines:

1. Submit the paper in MS - Word Format. The manuscript should be written in English or Hindi only.
2. The line spacing should be 1.5, for English, use Times New Roman for Hindi use Mangal Unicode, font with size 12 and Google Font.
3. The title of the paper should be centrally aligned, and for English, the font size should be 14, while for Hindi it should be 16.
4. The author's name and co-author's names should be in font size 12 for English and font size 14 for Hindi. The affiliation should be in the respective font size. Include the Author's Name, Designation, Department, college/ University/ Industry, mobile number, and e-mail address.

Paper submission guidelines:

1. The abstract should not exceed more than 300 words.
2. The number of keywords should not exceed more than six.
3. The final manuscript should not exceed more than 2500 words, including the abstract and keywords. Number all tables and diagrams. Use MLA referencing style to cite all references properly.
4. Proofread your manuscript for grammar, punctuation, spelling etc. before submitting it.
5. Ensure that the plagiarism (Similarity Index) is not more than 15%.
6. Submit your manuscript on coordinatorsakshamsociety@gmail.com

Publication Opportunity

ISBN BOOK, ONE HARD COPY WITH PUBLICATION LETTER AND CERTIFICATE WILL BE PROVIDED THROUGH CORRESPONDENCE

Registration Details:

REGISTRATION DATE: TILL 20 MAR 2025
- PARTICIPATION: ₹250 /- OR 5\$
- PAPER PRESENTATION: ₹ 500/- OR 10\$
- PUBLICATION IN ISBN NO. BOOK: ₹ 1199/- OR 20\$