



DIGITAL DISRUPTION IN MARKETING

Challenges, Opportunities and Sustainability — inside a three-day national gathering of scholars, industry voices and student researchers at ICFAI University Meghalaya, Tura Campus.

28

Papers Presented

50+

Participants

15+

Institutions

10+

States

Three Days, One Nation: Marketing's Digital Future Takes the Stage in Tura

The Department of Management at ICFAI University Meghalaya, Tura Campus, successfully organized a three-day National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities and Sustainability" from 15–17 July 2026, bringing together academicians, researchers, industry experts, entrepreneurs, policymakers and students from across India. Organized in collaboration with IUP Publications, the seminar provided a dynamic platform for discussing emerging trends in digital marketing, artificial intelligence, consumer behaviour, financial technologies, entrepreneurship, sustainability, and technology-driven business innovation. Participants represented institutions from Meghalaya, Assam, Manipur, Mizoram, West Bengal, Odisha, Uttar Pradesh, Jharkhand, Uttarakhand, Madhya Pradesh, Maharashtra, Andhra Pradesh, and Sikkim — a genuinely national footprint. The seminar was held under the Chief Patronship of Dr. Alicia Gatphoh, Hon'ble Vice Chancellor, ICFAI University Meghalaya, and the Patronship of Mr. Proley M. Sangma, Director, ICFAI University Meghalaya, Tura Campus. The inaugural session was graced by Prof. Atul Kumar, Hon'ble Vice Chancellor, Vikrant University, Madhya Pradesh, as Guest of Honour.



Dr. Alicia Gatphoh
Hon'ble Vice Chancellor,
ICFAI University Meghalaya

AT A GLANCE

Dates 15–17 July 2026
Venue ICFAI University
Meghalaya, Tura Campus
Partner IUP Publications
Sessions 4 Technical Sessions
Convener Dr. Brenda D Marak



"The seminar was conceived as a national platform to foster meaningful academic dialogue on digital disruption and sustainable business practices."
— Dr. Brenda D. Marak, Convener

The inaugural session in progress at ICFAI University Meghalaya, Tura Campus. ↗



Mr. Proley M. Sangma

Director, ICFAI University Meghalaya, Tura Campus



Ethical AI, New Journal, and a Research Ecosystem Coming of Age

Mr. Amudhakumar P. R., Digital Marketing and AI Coach, delivered the keynote address highlighting the transformative role of Artificial Intelligence in marketing — emphasizing ethical AI adoption, automation, data-driven decision-making, and the need for continuous digital upskilling.

“Ethical AI adoption, automation, data-driven decision-making, and continuous digital upskilling are no longer optional — they define the next decade of marketing practice.”

— Mr. Amudhakumar P. R., Keynote Speaker



TWO LANDMARK LAUNCHES

NATIONAL SEMINAR ABSTRACT BOOK

Featuring accepted research abstracts from academicians, research scholars, and students across the country — a lasting record of the seminar's scholarly reach.

IMJIMT — INAUGURAL ISSUE

The University unveiled the ICAI Meghalaya Journal of Innovation, Management & Technology, its first peer-reviewed multidisciplinary research journal, coordinated by Dr. Brenda D. Marak and Mr. Sumit Dey.

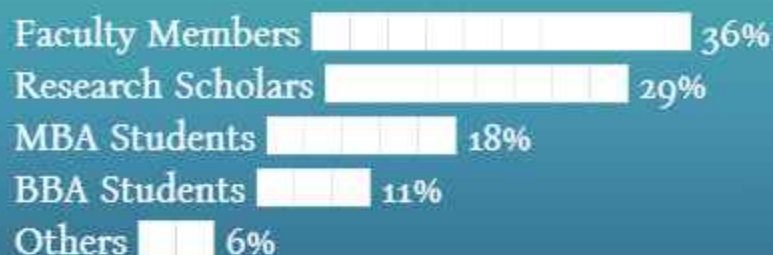


The seminar featured four technical sessions moderated by distinguished academicians from premier institutions, covering artificial intelligence, digital marketing, social media analytics, digital banking, financial inclusion, consumer behaviour, sustainability, entrepreneurship, corporate governance, and business innovation. Student presenters from ICFAI University Meghalaya were particularly appreciated for the originality, analytical depth, and practical relevance of their research contributions.

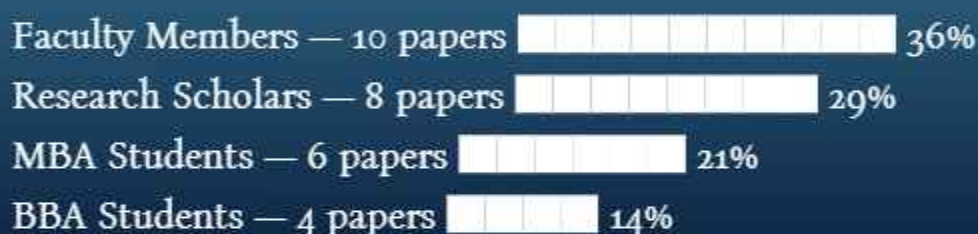


Who Showed Up — and What They Brought

CATEGORY-WISE PARTICIPATION



PAPER CONTRIBUTION BY CATEGORY (28 TOTAL)



INSTITUTIONS ON THE MAP

- ICFAI University Meghalaya
- North-Eastern Hill University
- Gauhati University
- VIT-AP University
- G.B. Pant University
- Assam Institute of Mgmt.
- Techno India University
- GII School of Retail & Fashion
- FDDI, Noida
- Manipur University
- + several more institutions

STATES REPRESENTED

Meghalaya · Assam · Manipur · Uttarakhand · Andhra Pradesh · West Bengal
· Uttar Pradesh · Delhi NCR · Jharkhand · Odisha



Ms Briana G Momin
Chairperson



Mr Sumit Dey
Introduction to Seminar



Dr Jubayeer Ahmed Talukdar
Vote of Thanks

The Ideas on the Table



The papers covered diverse and contemporary areas including:

- Artificial Intelligence in Marketing
- Digital Consumer Behaviour
- Influencer Marketing
- Digital Payment Systems
- Financial Inclusion
- Customer Engagement
- Social Media Analytics
- Sustainable Marketing
- Digital Transformation
- Tourism Marketing
- Omnichannel Retailing
- AI Ethics and Governance
- Entrepreneurship
- E-commerce
- Consumer Purchase Behaviour

28 quality research papers were presented across four technical sessions, drawing academia, research institutions, and universities from across India.

The seminar witnessed an excellent blend of faculty members, research scholars, and postgraduate and undergraduate students, promoting interdisciplinary learning and collaboration — a vibrant platform for sharing innovative research on digital disruption, sustainability, artificial intelligence, and emerging marketing practices.



THE WINNERS CIRCLE

Best Paper & Best Oral Presentation Awards

A highlight of the valedictory session: four technical sessions, four Best Paper Awards, and four Best Oral Presentation Awards, recognizing outstanding research and scholarly communication.

Technical Session I



BEST PAPER Ms. Sonal Shukla

VIT-AP School of Business, VIT-AP University, Andhra Pradesh

"Can Design Thinking Reduce Digital Transformation Failure? A Review and Future Research Agenda"

Technical Session II



BEST PAPER Dr. Jyotirmoy Roy

Dept. of Management, ICFAI University Meghalaya, Tura Campus

"An Empirical Study of Theme and Format Interactions in Banking Sector Short-Form Video"



BEST ORAL
Mr. Abhishek
Belbase

MBA Student,
ICFAI University
Meghalaya, Tura
Campus

"Board Gender
Diversity, Social
Media
Engagement and
Firm Valuation in
India"



BEST ORAL
Ms. Nilakshi
Agrawala

Research Scholar, Dept.
of Commerce, Gauhati
University, Assam

"Digital Payment
Systems as Catalysts
of Financial
Inclusion:
Opportunities,
Challenges and
Policy Implications
for Rural Assam"

THE WINNERS CIRCLE

Best Paper & Best Oral Presentation Awards

Technical Session III



BEST PAPER Dr. Mreeshi Agarwala & Dr. Ankit Agarwal
Assam Institute of Management, Guwahati & ICFAI University
Meghalaya, Tura Campus

"Influence of Social Media Influencers on Purchase
Intentions Among Generation Z"



BEST ORAL
Ms. Briana G.
Momin

Assistant
Professor, ICFAI
University
Meghalaya, Tura
Campus

"Instagram Reels
and Customer
Engagement: A
Study of Young
Consumers"

Technical Session IV



BEST PAPER Gaganjeet Singh, Dr. Aastha Garg
& Dr. Jyoti Chaudhry

GII School of Retail and Fashion Merchandise, FDDI, Noida

"Decoding Advertising Effectiveness: The Impact of Creative
Appeal, Storytelling, Ad Format and Media Platform on
Consumer Responses in India's Fashion Retail Sector"



BEST ORAL
Dr. Wahengbam
Jotin Singh

Guest Faculty, Dept.
of Vocational
Studies & Skill
Development,
Manipur University

"SERVQUAL
Dimensions and
their Effects on
Customer
Satisfaction with
Cellular Service
Providers in
Manipur"



GALLERY

MOMENTS FROM THE SEMINAR ::::

THE TAKEAWAY

The successful conclusion of the National Seminar reaffirmed ICFAI University Meghalaya's commitment to research excellence, innovation, and academic collaboration. The launch of the University's maiden research journal, the enthusiastic participation of scholars from across India, and the recognition of outstanding research through prestigious awards together mark another milestone in the University's journey toward becoming a leading centre for interdisciplinary academic excellence.

IN THE PRESS

- **Highland Post** - ICFAI Holds National Seminar on Digital Disruption in Marketing
- **The Shillong Times** - ICFAI Tura Hosts Natl. Seminar on Digital Marketing
- **Salantini Janera** - Regional-language coverage of the seminar
- **Hub News** - ICFAI Meghalaya launches first research journal at national seminar on AI and digital marketing

