

ICC 2016

ICC 2016



BPS CONFERENCE 2015

BPS 2015



Contact Details

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Department of Commerce
Sri Krishna Arts and Science College
An Autonomous College Affiliated to Bharathiar University
Re-accredited by NAAC with 'A' Grade.
An ISO 9001:2008 Certified Institution
Ranked 45th among top 50 Commerce Colleges in India
Kuniamuthur, Coimbatore - 641 008, Tamil Nadu, India.
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National Conference on Viral Marketing of Financial Services

Sri Krishna Arts and Science College

Kuniamuthur, Coimbatore - 641 008, Tamil Nadu, India.



5th and 6th
January

2017

A sense from segmentation to fragmentation



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National Conference on Viral Marketing of Financial Services

The Department of Commerce, Sri Krishna Arts and Science College is organising Conference on Viral Marketing of Financial Services on 5th and 6th January, 2017.

The Financial Services Sector has infused digital marketing into the crux of the industry. It comes out with challenges; but the opportunities are immersive. Financial service providers often find it difficult to find their feet into the power of social networks in order to achieve real business outcomes.

The Financial Services Sector in India is growing at a compound annual growth rate of 15%. Internet Banking and Core Banking have made banking operations more user friendly and ease the opening of the global market. Financial Institution are keen to convert untapped market potential into opportunities by providing tailor-made products in financial services. The competition among the banking companies has led to aggressive marketing techniques.

An exception to this rule is TD bank. TD bank is the undisputed king of Viral Marketing in the North America's banking industry. In their Viral Marketing campaign, they gave 24 customers \$ 30,000 and 24 hrs to work miracles in their communities (<https://thefinancialbrand.com/51029/td-bank-guerilla-social-viral-marketing/>). In this context, the conference on Viral Marketing of Financial Services has been organised.

About the Theme

The theme of the conference is to explore the application of Viral Marketing strategies to overcome the geographical obstacles and reach customers across the globe to create brand equity for the Financial Institutions.

Sub - Themes

- ▶ **Power of Social Network in Financial Services**
- ▶ **High Frequency Marketing Services**
- ▶ **Dynamic of Powerful Networks**
- ▶ **Packetized Communication Services**
- ▶ **Marketing Automation**
- ▶ **Customer Appreciation Campaign**
- ▶ **Mobile Internet Banking**

About the Host Institution

Sri Krishna Arts and Science College is an autonomous institution affiliated to Bharathiar University, Coimbatore founded in the year 1997. The Institution is housed in an area of 14.17 acres of land with the state of art buildings of about 34,148 Sq.mts. The Institution has established a quality management system which is certified by TUV SUD (Germany), ISO 9001:2008 standard. The College is recredited at "A" grade with the high score of CGPA of 3.26 by NAAC in the year 2015-2016. *The Week* magazine has ranked the College in the 45th position among the Commerce Colleges in India. At present the College has 23 UG programmes, 12 PG programmes, 1 Integrated programme and 7 Research programmes with 6,097 students as its strength.

About the Department

The Department of Commerce envisages the life time value of students by inspiring the value for education, entrepreneurial skills, business traits, leadership qualities, research eccentricity and ethics among students. Based upon the objectives, the COMMERCE CHAMBER (Students' Association) activities were prone to different clusters of students. The department offers B.Com, B.Com (CA), B.Com (IT), B.Com (PA), B.Com (BPS), B.Com (CM), B.Com (A&F), M.Com, M.Com (IB), M.Phil and Ph.D programmes. The Department is having tie-up with Tata Consultancy Services (Bangalore) and Bombay Stock Exchange (Mumbai).

Conference Organisers

Chief Patron	: Mrs. S. Malarvizhi Managing Trustee & Chairperson Sri Krishna Institutions
Patron	: Dr. K. Sundararaman CEO
Conference Chairman	: Dr. P. Baba Gnanakumar Principal
Conference Secretary	: Dr. N. Sumathy Head, Department of Commerce (CA)
Conveners	: Dr. S. Anbumalar Head, Department of Commerce
	: Mrs. M. Shanthanalakshmi Head, Department of Commerce (ABC)
	: Mrs. J. Vijimol Head Department of Commerce (IT & PA)

CONTACT

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Paper Submission and Deadlines

The students/research scholars are encouraged to submit the full paper based on theme of the conference. The first page of the paper contains the name of the authors, their institutional affiliation and contact details (including full address, telephone numbers and e-mail address). By submitting a full paper, the author(s) makes a commitment to present his/her paper at the conference. Full paper must be submitted on or before 5th December 2016. The paper should be presented in APA format. Selected papers will be published in a book with ISBN number. Notification of accepted papers will be sent within five days from the receiving date. All papers will be peer reviewed. At least, one of the authors must register for conference by the registration deadline (10th December 2016) to ensure the inclusion of their paper in the Conference proceedings.

Registration Fees

Students	: Rs. 500 /-
Others	: Rs. 750 /-
Participants	: Rs. 250 /-

Registration fees should be paid in cash at the conference venue
All Abstracts papers should be directly send to : ncvm2017@gmail.com