

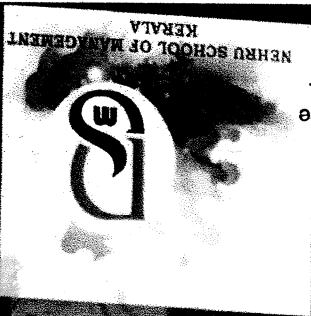


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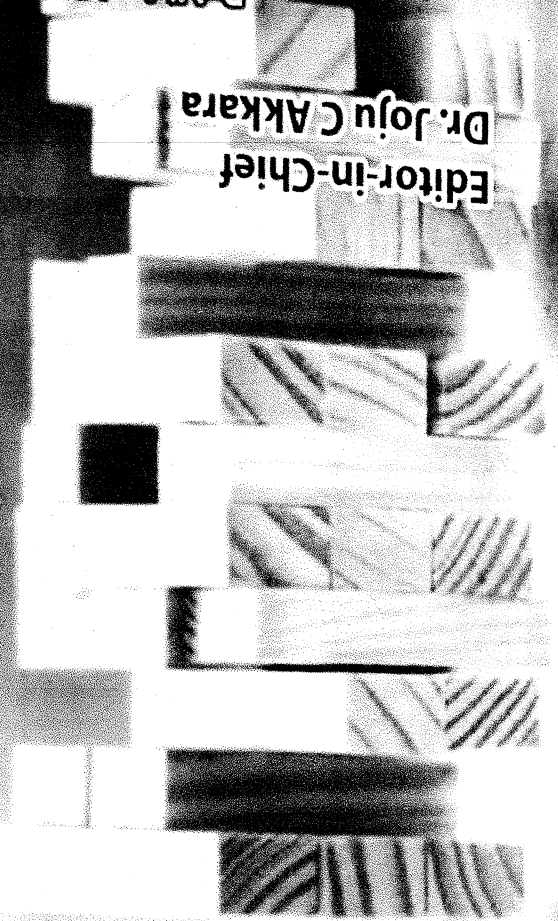
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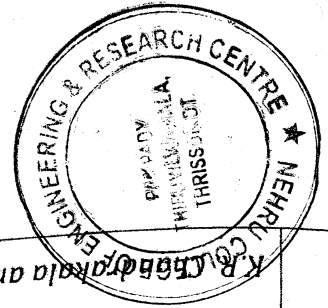
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E-Marketing: Emerging Trends along with the Practices in Favour of Sustainable Growth & Development towards Business and Service Sector

Dr. A. Abdul Brosehan, M.B.A., Ph.D., Associate Professor, Department of Management Studies, Mohanlal Nehru School of Management, Kollam, Kerala
 Dr. N. Shankar, Professor, Nehru School of Management, Pampady, Thrissur District, Kerala

Abstract--- E-marketing means using digital technologies to help promote and sell the goods and services. Research about selling goods over the web. These technologies, like e-mail and websites are a valuable complement to traditional marketing methods whatever the size of the company or the business model. As businesses offer e-marketing services without leaving home twenty-four hours a day and seven days a week (24/7). They can read ads on their online shopping, customers can get market information from their computers or cell phones and buy goods or from e-mail, get e-coupons, view pictures of goods, compare prices, and make purchases with a few clicks. At mouse, saving the time and money it would take to shop in person at a brick-and-mortar store. At the same time, e-businesses can reduce costs in distribution channels and physical store space and thus pass the savings on to customers. To make e-marketing effective and efficient, managers of e-businesses need to know online consumer behaviour, e-marketing techniques, costs and benefits of e-marketing over traditional marketing, and pitfalls of issues of e-marketing. E - marketing has become a globally popular trending sector. The goal of e-marketing is to apprehensive people and allow them to interact with the product through high-quality digital media. The digital marketing in 2022 will be boosted by an increase in use of smartphones, mobile apps and social media. This research paper will provide marketers with new ways to interact with their audiences and customers. This research paper offers insights about the emerging trends of E- Marketing.

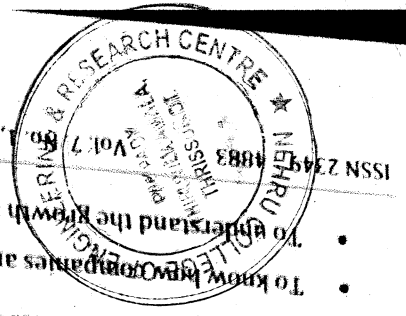
Keywords--- E - Marketing, Online Shopping, Digital Media, Electronic Communication, Social Media and E - Service & E - Service.

Introduction-"An Overview of E-Marketing"

Marketing is at the core of all business activities. Without marketing, organizations cannot sell and without revenue and without revenue people cannot run businesses. The world wide web is a very diverse platform used by most businesses for marketing all types of products and services. E-marketing is an discipline that includes all marketing activities conducted by a business online using an electronic device internet. Other names for this type of marketing include internet marketing, online marketing, digital marketing, products and services in a computerized, networked environment, such as the Internet and the World Wide Web facilitate exchanges and satisfy customer demands. E-marketing refers to the use of electronic media to reach customers in order to promote items or companies. The current state of digital marketing includes banner advertising, search engine optimization, and social media marketing. Website marketing services increase website optimizing and promoting the website.

Objectives of this Research Paper

- To know how companies and consumers would perceive the growth potential of e-marketing.
- To understand the growth potential of e-marketing.



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1. Companies and Consumers would Perceive the Trend of E - Marketing

E - Marketing is the promoting of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "E - Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses. People are consuming digital content on a daily basis. Very soon, traditional marketing platforms will disappear, and the digital market will completely take over. There are a number of advantages to Digital Marketing. Unlike traditional marketing, digital marketing is more affordable. Companies and consumers agreed that awareness of internet marketing trends is mandatory for internet marketing trends. Both companies and consumers agreed that internet marketing will surely grow. Both companies and consumers agreed that reliability of the country is very important for success of internet marketing. Companies and consumers agreed that web-mavens (internet product review experts) would play a major role in establishing the brand image of the company in the minds of people.

Artificial Intelligence

Artificial intelligence will take over the world or at least the world's simpler jobs. AI can analyse consumer behaviour and search patterns, utilizing data from social media platforms and blog posts to help businesses understand how users and customers find their products and services. For example, Facebook messenger bots can help the marketer to automate and optimize the customer service. Artificial intelligence also offers information and tips to users by getting into conversations. According to Gartner, 25% of customer service will use chatbot technology by 2020, up from less than 2% in 2017. Businesses adopting AI in 2019 will be able to save costs and accelerate growth, getting an edge over their competitors.

Programmatic Advertising

Using AI to automate ad buying the marketer can target more specific audiences. Real-time bidding or auctions, for example, is a type of programmatic ad buying. This automation is much more efficient and faster, which means higher conversions and lower customer acquisition costs. It's changing the face of digital advertising so swiftly that, according to e-marketer, almost 90% of digital display ads in the U.S. will be programmatic by 2020. To learn how to capitalize on this digital marketing trend, check out PPC Hero's guide to get started.

3. Chabots

Continue to be an important part of digital marketing in 2019. This AI-based technology uses instant messaging to chat in real-time, day or night, with the customers or site visitors. With 1.4 billion people interacting with chatbots, 80% of savvy businesses are already using or plan to use chatbots by 2020. And by 2022, chatbots will help businesses save over \$8 billion per annum, especially in the banking and healthcare industries. These virtual assistants offer outstanding customer service, meeting customers' expectations and automating repetitive tasks - which mean the business people can focus on more important work. Uber uses chatbot technology to communicate with customers, making it comfort for them to hire cars even on Facebook Messenger, from Slack or via Google Maps. Passengers can use the menu to choose the type of ride, make a request, track the location of the car, send friends a time estimate of their arrival, and even make payment.



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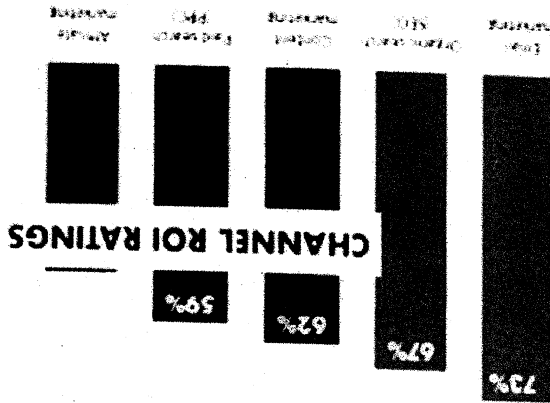
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As the new year 2020 is at the edge, the digital marketing platforms that include PPC, Search Engine Optimization (SEO), social media, content marketing, etc. is going to witness a dramatic transformation. It is an evolutionary phase where brands are striving to reach out to customers for long-term relationships. The digital age marks the substantial shift in the field of marketing ever seen. The company have instant access to more people than ever, company have more information to sift through than they know what to do with, and new tools and techniques the company to predict buying patterns and customer needs like never before. Marketers tap into the MetaVerse one of the digital marketing trends of 2022. According to e - marketer research, there will be 65 million people that VR (Virtual Reality) and 110 million using AR (Augmented Reality) every month in 2023. That's a lot of potential customers.

5. The Growth Potential of E-Marketing



Through social media channels, rating and review boards, and forums, consumers are able to connect with consumers, give their approval or disapproval of a product or service, and influence the buying decisions of other customers. Customers are now spending more time and resources on owned-media channels such as websites, apps, and customer-service channels. There is also a noticeable increase in customer-conversion rates, with social digital video channels driving the highest ROIs. From start-ups to big businesses, agencies and entrepreneurs sector is using their marketing budget for digital marketing. The reason why digital marketing is the future of marketing is the Return On Investment (ROI) which is competitively higher than that in offline marketing. Small and medium enterprises using Digital Marketing techniques will have 3.3 times better chances of expanding their workforce business. According to Google, companies using digital marketing strategies have 2.8 times better revenue expectancy.

4. E-Marketing Bring Revenue for the Companies

If the company want to stand out in 2019, it needs to personalize their marketing - and that means personalizing content, products, emails, and more. With the availability of data like purchase history, consumer behavior content, custom content has never been easier. In fact, 96% of marketers believe that personalization advances consumer relationships. As Kevin George, Head of Marketing at Email Monks, says, the future of e-mail is personalization - based personalization. Logging on to Netflix account, for example, immediately shows the evidence of this. The personalization, order, artwork, text and search are all personalized. As they say: Personalization = Maximize engagement, minimize search time.

Companies and Consumers would Perceive the Trend of E - Marketing

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The Successful Schemes of E-Marketing (Modern Trends) Used Today

Artificial Intelligence

Artificial intelligence will take over the world or at least the world's simpler jobs. AI can analyse consumer behaviour and search patterns, utilizing data from social media platforms and blog posts to help businesses understand users and customers and their products and services. For example, Facebook messenger bots can help the marketer to automate and optimize the customer service. Artificial intelligence also offers information and tips to users getting into conversations. According to Gartner, 25% of customer service will use chatbot technology by 2020, up less than 2% in 2017. Businesses adopting AI in 2019 will be able to save costs and accelerate growth, getting an average over their competitors.

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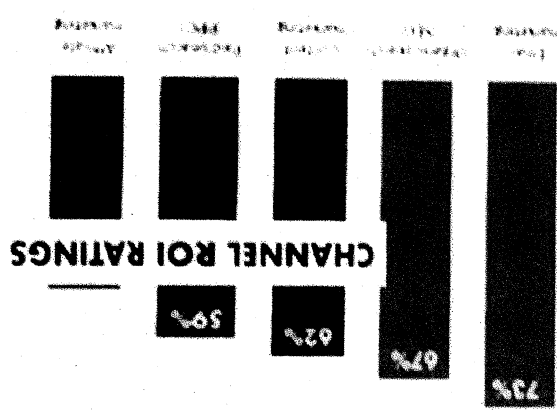


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4. E-Marketing Bring Revenue for the Companies

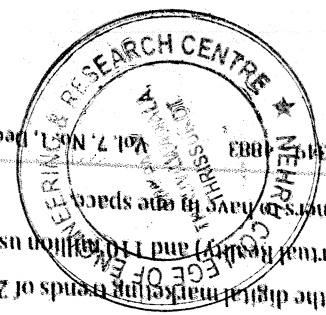
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5. The Growth Potential of E-Marketing

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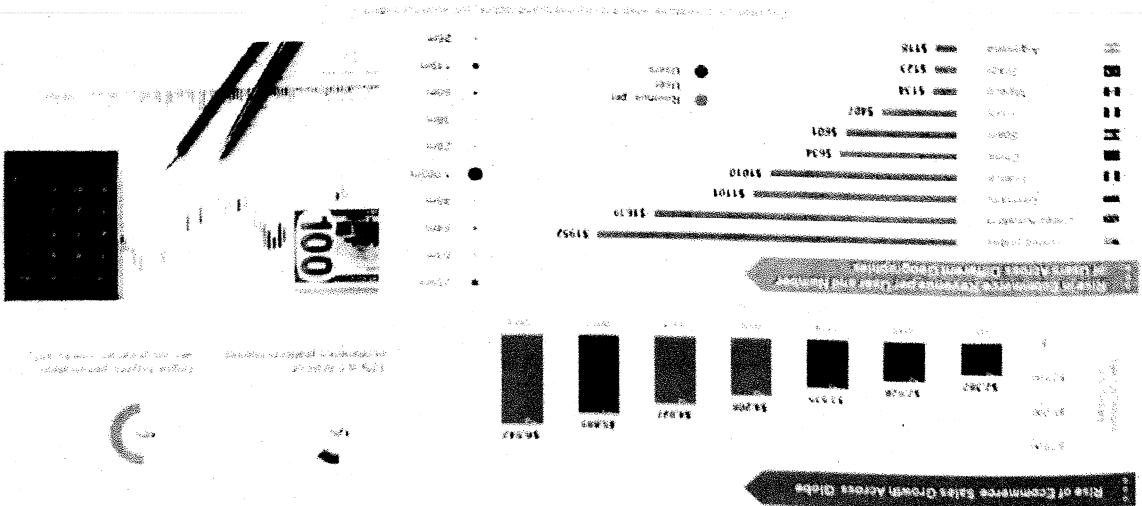


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Growth Potential of Ecommerce Platform Market



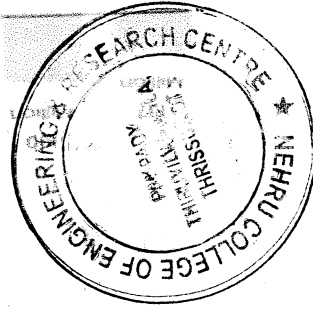
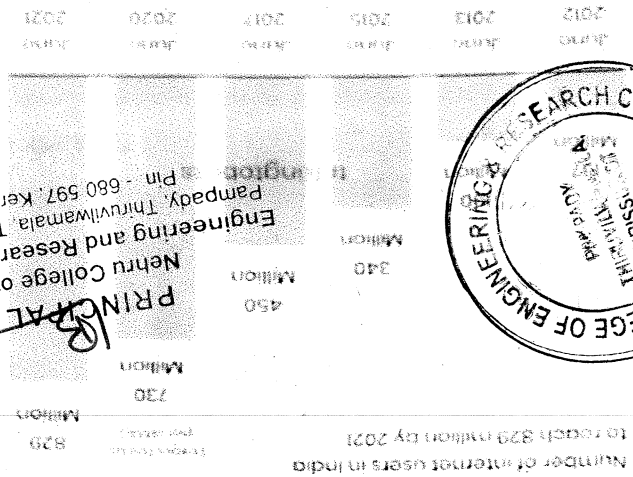
5. The Most Preferred E - Marketing Approach

Online marketing includes affiliate marketing, search engine marketing including search engine optimization, article marketing, blog marketing, pay-per-click search engine advertising, and e-mail marketing. Today, more people are getting connected to the internet and are ready to trade through it. Co-Schedule is the fastest growing marketing platform, by achieving this recognition for the second year in a row, Co-Schedule remains the fastest-growing marketing platform for mid-market and enterprise companies. According to Inc., the companies on the 2019 Inc.

7. The Companies Prefer E - Marketing to Traditional Marketing

With e-marketing, businesses can use data to target audiences based on factors like gender, age, location, interests, and education. Companies can also re-target potential customers who are already familiar with their brand using different methods and messages for each audience. Social media presents a great opportunity for businesses to leverage attention and even build a following. It is the single most powerful tool in the current times, which allows communication to the masses. A single post, video or tweet has the potential of reaching millions of people. The scope of digital marketing in 2022 will be boosted by an increase in use of smartphones, mobile apps and social media. This will provide marketers with new ways to interact with their audiences and customers.

Number of Internet Users in India



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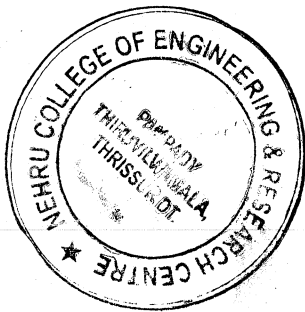
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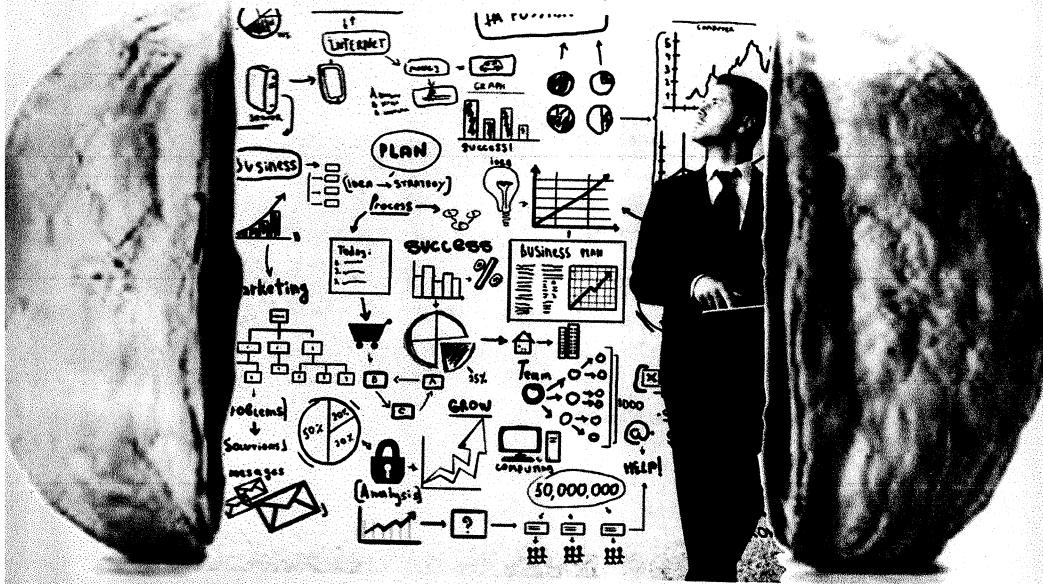
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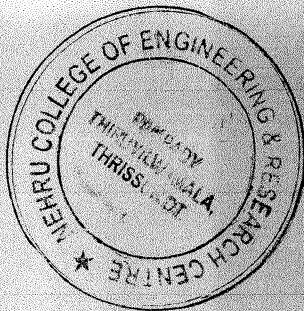
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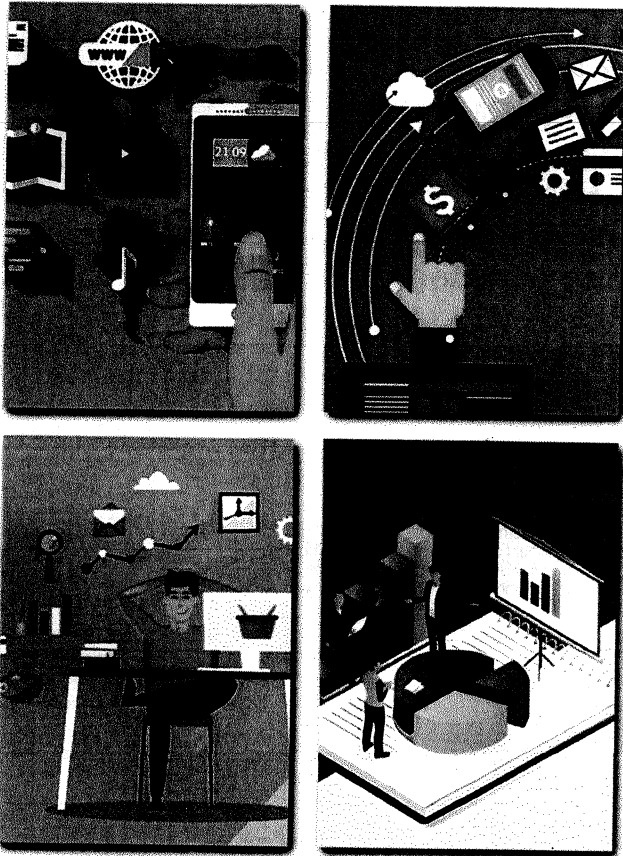


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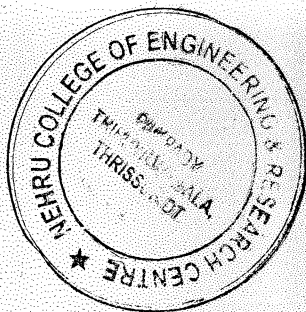
A POWERFUL MEANS
TO CONNECT THE UNCONNECTED
INTO GLOBAL TRADE

ESSENTIALS OF E-COMMERCE



DR. SUDHEER S MARAR

ASHISH LAJI



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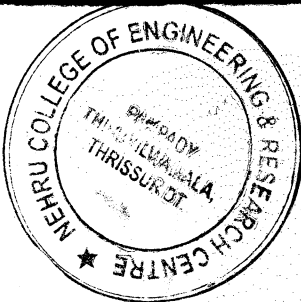
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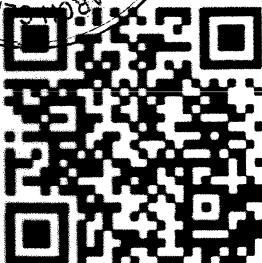
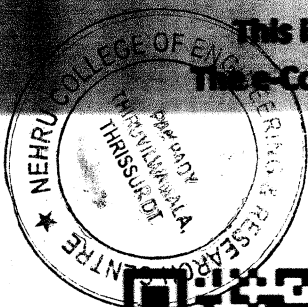
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Conference Proceedings

NeCTAR2021: is a virtual conference,
an online event that includes a series of large sessions run by thought leaders
in the industry who present to and interact with attendees.

This is the Ver.2 of NeCTAR series, First of its kind e-Conference in State of Kerala.
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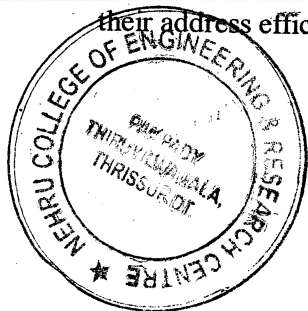
STORE TO DOOR

Nazni Marwa, MCA Department, Nehru College Of Engineering And Research Centre

Dr Sudheer S Marar, HOD, MCA Department, Nehru College Of Engineering And Research Centre

ABSTRACT

Store to door' delivery system is a stand-alone website where people can order from super Markets, hyper markets, flower shops, bakeries and convenient stores near to them and get the items delivered to their doorstep. The main objective of this project is to provide a web store front for consumers to shop for their daily necessities from home as well as for the vendors to automate many of their basic operations. Automating the conventional system allows store owners to store valuable data for a longer period. It also makes it easy to access and modify these data. Circumstances have brought us to a point where we can't go out shopping as we please. Ever since COVID-19, there are certain precautions that we need to take and rules that we must follow to contain the spread of the virus. Having the facility to order groceries and other basic necessities by staying home can help with reducing the traffic and bustle that people cause at market places. Not only does this aid quarantined people among many others, it also has several advantages. This project, once implemented will also vastly benefit the store owner with a secure, reliable and fast management system. The basic idea is to provide a web store front to all the brick and mortar stores within a particular area code or a town. Ultimately 'store to door' delivery system aims to provide ease of management for store owners and for consumers to get their basic necessities delivered to their address efficiently and conveniently.



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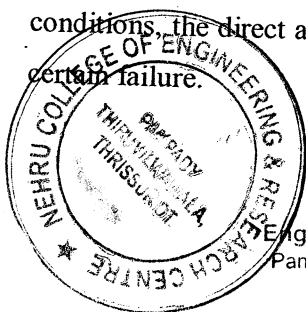
OPTICAL CHARACTER RECOGNITION

Anjali P, MCA Department, Nehru College Of Engineering And Research Centre

Dr Deepa A, Assistant Professor, MCA Department, Nehru College Of Engineering And Research Centre

ABSTRACT

Optical character recognition (OCR) method has been used in converting printed text into editable text. OCR is very useful and popular method in various applications. Accuracy of OCR can be dependent on text pre-processing and segmentation algorithms. Sometimes it is difficult to retrieve text from the image because of different size, style, and orientation, complex background of image etc. The process of extracting information from a digital copy of invoice can be a tricky task. There are various tools that are available in the market that can be used to perform this task. However, there are many factors due to which most of the people want to solve this problem using Open Source Libraries. The goal of text extraction from an image is to develop an Optical Capture Recognition (OCR) and Natural language processing (NLP). Content reports, pictures that have been captured by webcam and the recognized data is sent further for converting it into speech using Google text to Speech for a blind person. The purpose of this system is to recognize text in scanned text documents, text images or any picture taken by a webcam to reuse it later. This system will permit its clients to perform numerous activities in a couple of moment's minutes. This project is mainly related to image processing to recognize characters in an image. Considering text element, image can be classified as: (i) document image and (ii) scene text image. Currently available OCR algorithms have been developed to deal with document images. OCR algorithm expects the input to be black and white image and relatively clean and well structured. In these conditions, the direct application of an OCR on a scene text image would result in an almost certain failure.




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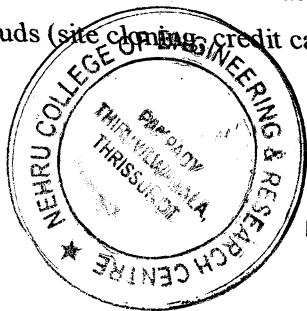
CREDIT CARD FRAUD DETECTION

Swathi P, MCA Department, Nehru College Of Engineering And Research Centre

Ashish L, Assistant Professor, MCA Department Nehru College Of Engineering And Research Centre

ABSTRACT

With the growth of e-commerce websites, people and financial companies rely on online services to carry out their transactions that have led to an exponential increase in the credit card frauds. Fraudulent credit card transactions lead to a loss of huge amount of money. The design of an effective fraud detection system is necessary in order to reduce the losses incurred by the customers and financial companies. Research has been done on many models and methods to prevent and detect credit card frauds. Some credit card fraud transaction datasets contain the problem of imbalance in datasets. A good fraud detection system should be able to identify the fraud transaction accurately and should make the detection possible in real-time transactions. Fraud detection can be divided into two groups: anomaly detection and misuse detection. Anomaly detection systems bring normal transaction to be trained and use techniques to determine novel frauds. Conversely, a misuse fraud detection system uses the labelled transaction as normal or fraud transaction to be trained in the database history. So, this misuse detection system entails a system of supervised learning and anomaly detection system a system of unsupervised learning. Fraudsters masquerade the normal behaviour of customers and the fraud patterns are changing rapidly so the fraud detection system needs to constantly learn and update. Credit card frauds can be broadly classified into three categories, that is, traditional card related frauds (application, stolen, account takeover, fake and counterfeit), merchant related frauds (merchant collusion and triangulation) and Internet frauds (site cloning, credit card generators and false merchant sites)



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DISEASE PREVENTION

Nayana P somon, MCA Department, Nehru College Of Engineering And Research Centre

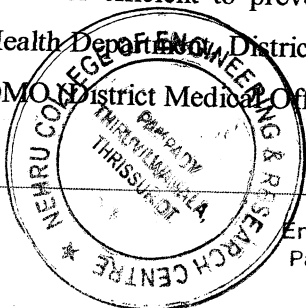
Divya P, Assistant Professor, MCA Department Nehru College Of Engineering And Research Centre

ABSTRACT

Preventing disease involves a wide range of interrelated programs, actions, and activities. Some prevention measures are sweeping global policy initiatives, such as national and state government actions to reduce health risks by limiting air pollution and other toxic exposures or standards to assure the safety of food and water supplies. Others are focused efforts of public health professionals and agencies, such as the National Institutes of Health (NIH) Office of Disease Prevention, Centres for Disease Control and Prevention (CDC), and the American Cancer Society, to reduce the incidence (occurrence of new cases) of specific diseases such as heart disease, diabetes, and lung cancer. The effectiveness of global and local disease prevention programs largely depends on the extent to which individuals take personal responsibility for their own health by avoiding health. People who eat healthy diets; get adequate exercise and rest; wear seatbelts in automobiles and helmets on bikes, motorcycles, and scooters; successfully manage stress; and maintain positive outlooks on life are on the front lines of disease prevention. Similarly, individuals who effectively use health care resources by obtaining recommended immunizations, physical examinations, and health screenings are actively working to prevent disease and disability. Disease prevention is a procedure through which individuals, particularly those with risk factors for a disease, are treated in order to prevent a disease from occurring. Treatment normally begins either before signs and symptoms of the disease occur, or shortly thereafter. Treatment can include patient education, lifestyle modification, and drugs. Diseases can be prevented better than cured. Now a days the dangerous situation is that diseases cannot be cured when affected by a person. So it is very essential to prevent a disease before it get affected. Here a team work is better or efficient to prevent this kind of dangerous diseases. Modules included here are; Health Department, District Health Department, Community Health Centres, Asha Workers. DMO (District Medical Officer) has a major role in preventing diseases.

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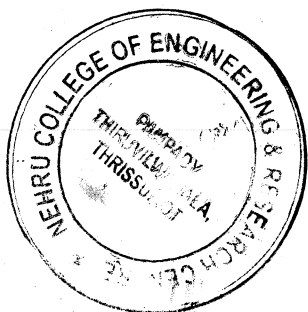
EXAM HALL MANAGEMENT

Anupama, MCA Department, Nehru College Of Engineering And Research Centre

Sumi M, Assistant Professor, MCA Department Nehru College Of Engineering And Research Centre

ABSTRACT

This project is developed for the college to simplify examination hall allotment and seating arrangement manual work. It facilitates to access the examination information of a particular student in a particular class. The purpose of developing this seating arrangement system is to provide a way to allocate exam hall for each student without any clash. Mostly students are facing many problems for finding the exam hall so a newly invented concept helps for the staffs to generate their exam hall arrangement easily. This project also allocates particular invigilator for separation and concerned reports. Hence manual excel sheet and paper work is to automated based on their departments and register numbers. This project also allocates particular invigilator for particular hall. The purpose of developing exam hall seating arrangement system is to computerized the traditional way of conducting exams and help staffs in allocating exam hall easily without any burden. Another purpose of developing this software is to generate the report automatically during exams at the end of the session or in between the session. This project also allocates particular invigilator for particular hall.



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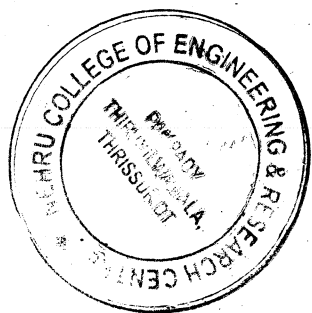
SOIL PREDICTION

Dimple Wilson, MCA Department, Nehru College Of Engineering And Research Centre

Pramod K, Assistant Professor, MCA Department Nehru College Of Engineering And Research Centre

ABSTRACT

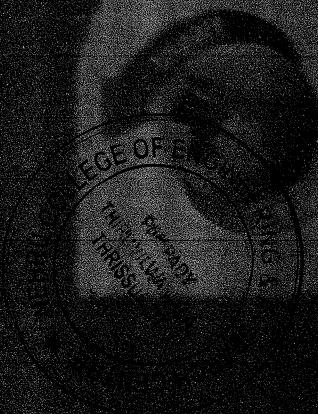
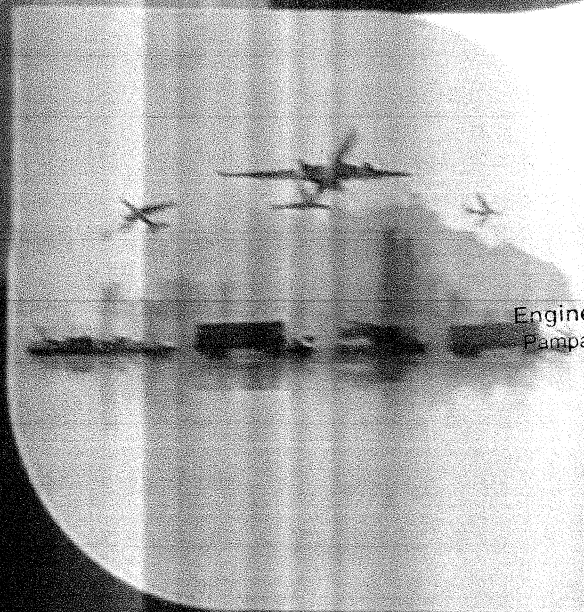
In this project soil prediction is one of the main factors in agricultural production. Soil prediction and finding soil moisture involves complex structural characteristics. Existing prediction models have problems such as prediction accuracy, generalization, and multi-feature processing capability, and prediction performance must improve. It is important to know the type of soil and its moisture level for a healthy growth of plants. Through this project with the help of Convolutional Neural Network has proposed to identify the soil images accurately. By predicting soil type it also recommends the crop details and soil moisture details. The soil images will be trained such that once user upload an image the system can predict the soil type and corresponding details regarding the soil properties. Thus with the help of image processing technology an effective approach can be developed for soil prediction. This will be an effective and easy approach for farmers to understand the soil type and necessary details such as soil moisture and crop details before farming crops.



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EXIM MANAGEMENT



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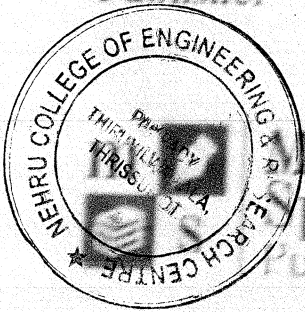
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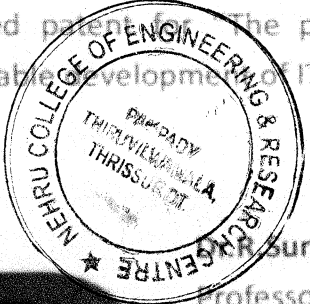
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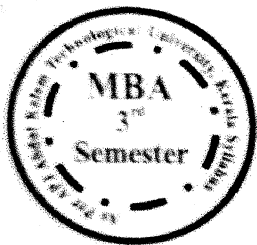
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The book 'Leadership, Influence & Power' is an excellent textbook on the current and future organisation leadership. The language used is simple and easy to understand. The tone of writing is designed to be inviting to the reader. The simplicity of the book is its ethos and clarity is its strength. This book also contains model paper and exercises for practice. The book is useful for students and the faculty members as well.

About the Author



Dr. Cyriac Joseph Vempala Ph.D, M.Phil, MBA, MA, MSc is currently working as Dean and Head of the Department of Management Studies, Viswajyothi College of Engineering and Technology, Vazhakulam, Muvattupuzha. He completed his Graduate studies and MA in Economics from the University of Kerala. Subsequently, he completed M. Phil in Economics from the same University. He has been selected for Teacher Fellowship under the FIP deputation Scheme of UGC. He led for a period of two and a half years to complete his Ph.D and secured the same from Mahatma Gandhi University, Kottayam. He secured MBA (Marketing) from Madurai Kamaraj University and M.Sc (Applied Psychology) from Bharathiar University, Coimbatore. Also, he has certified in Counselling Psychology from Madurai Kamaraj University, Kottayam, Kerala. He has been recognized as a research guide in Economics at Mahatma Gandhi University, Kottayam, Kerala. He has supervised and guided several research projects.

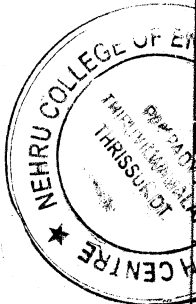
He has supervised and guided several research projects. Five scholars were awarded Ph.D. degrees under his guidance and three are in the final stage of their research. Dr. Cyriac Joseph has been the recipient of the award for the individual contribution towards education and health by The Economics for Health and Education Society, Kerala in 2012. He has published several research articles in peer-refereed journals of repute and presented research papers in national and international seminars and organized many Faculty Development Programmes, Conferences and Seminars. He has a professional exposure in academia and research with institutions affiliated with various Universities and Institutes.



Dr. Joju C. Akkara is the Director of Nirmala College of Management Studies. He has a rich experience in teaching and administrative experience. He's attributed with Ph.D. in Management Science from Mahatma Gandhi University, Kottayam and Masters in Human Resource Management & Marketing from Bharathiar University. He has been a resource person for various training sessions and faculty development programmes. He is a good career counselor and use to provide career guidance classes. His area of interest covers Human Resource Management, Strategic Management, Organizational Behaviour and Research Methodology. He has published research papers and author of book Human Resource Auditing.

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Business Analytics	Prof. Dr. George V Antony, Dhanya. J. S
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D- HRM Policies & Strategies	D- Security Analysis and Portfolio Management
E- Industrial Relations and Labour Law	E- Managing Banks and Financial Institutions
E- Global HRM	E- Entrepreneurial Finance
F- Human Resource Analytics	F- International Finance
F- Leadership, Influence & Power	F- Statistics Methods for Financial Analytic
G- Reward Management	G- Financial Technologies
G- Negotiations & Conflict Resolutions	G- NBFCs & Micro Finance
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D- Services Marketing	F- Social Entrepreneurship
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E- Marketing Research	
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G- Hospitality and Tourism Marketing	
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