



Information and Communication Technologies
in Organizations and Society
Smart Technologies for an inclusive world
Paris, October 1st and 2nd, 2020



Track Proposal for ICTO2020

TRACK: Digital Marketing

TRACK CHAIR

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OVERVIEW OF TRACK

The global development of the technologies has led companies to modify their business strategies in search of new ways to increase business and marketing productivity and profitability. Additionally, to this new environment, the increased use of social networks and the Internet have become habits for consumers to the point that there are several hundred millions of devices connected to the Internet that are constantly generating new data.

Digital technologies are increasingly becoming key to achieving competitive advantage. However, at the same time, marketing managers are confronted with a variety of challenges surrounding the strategic use of these technologies and the need to re-think their digital strategies. Firms need to develop a more in-depth understanding of consumer attitudes and use of digital technologies

The Digital communication has now become an indispensable element of the communication process. Not only communication, but also marketing activities are relying on technologies and in constant renewal. Marketing communication has become more integrated with mobile applications, artificial intelligence and big data and new forms of marketing arise. With data analysis, the target market and the customers are better defined. These developments have led to changes in advertising, public relations, and all the marketing efforts. We invite you to Paris for a conference in October 2020 and we invite contributions not only from scholars who study digital and marketing communication, but also from digital marketing practitioners

INDICATIVE LIST OF TOPICS

The following topics are not intended to be exhaustive but are of interest to the track:

- Digital Marketing Strategy
- Digital communication opportunities and threats
- Analytics and Measuring Digital Media Success
- Customer Analytics and impact on consumer behavior
- Digital Marketing Trends
- Google Analytics
- Search Engine Optimization
- Digital marketing and social media management
- Mobile marketing and new technologies
- Legal and privacy issues in Digital Marketing
- Ethics in Digital Marketing
- E-commerce

IMPORTANT DATES

- Paper Submission Opens: **April 1st, 2020**
- Paper Submission Deadline: **June 15th, 2020**
- Authors Notification: **July 31st, 2020**
- Final Submission: **August 31st, 2020**
- Conference Dates: **October 1-2, 2020**

PAPER SUBMISSION GUIDELINES

Authors should submit original, unpublished research papers. All accepted papers will be published in a volume of the Springer Scopus indexed LNISO. Submissions should not be under consideration for any other conference or journal outlet. Submission of papers in PDF format is via EasyChair.

<https://easychair.org/conferences/?conf=icto2020>