

ICSSR SRC SPONSORED A TWO-DAY NATIONAL SEMINAR ON **CONSUMER PSYCHOLOGY IN THE DIGITAL AGE: OPPORTUNITIES AND CHALLENGES FOR MARKETERS**

5th to 6th September-2025



CHIEF PATRONS

Er.Koneru Satyanarayana
Chancellor

Er.Koneru Lakshman Havish
Vice-President

Er.Koneru Raja Hareen
Vice-President

PATRON

Dr.Anand Bethapudi
Dean & Professor

SEMINAR CONVENOR:

Dr.B. Sarath Simha
Associate Professor, Department of MBA

ORGANIZING COMMITTEE

Dr.K.Narendra Kumar | Dr.B.Viswanath | Dr.V.Kista Reddy | Dr.S.Poojitha

Organized by Department of MBA

**KLH Global Business School, Plot No: 52 & 53, Jubilee Gardens Road No. 2, Near Harsha Toyota
Show Room, Kothaguda, Kondapur, Hyderabad Telangana - 500084**



SCAN FOR REGISTRATION

CONTACT US

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ABOUT GBS/Department

KL Hyderabad Global Business School (KLH GBS) has evolved from the need for a world-class business school with state-of-the-art facilities in India. GBS is a center of learning where one can witness the diversity, inclusiveness, unique culture, and distinctive path approach in Management education. The school provides humongous opportunities for students to connect with the global universities, learn from internationally renowned faculty, and interact with a diverse student community.

A gamut of exciting PG programs like MBA (Finance, HR, Marketing, Logistics and Supply Chain Management, Business Analytics) - 2yrs- Full-Time courses, BBA-IT, BBA-ACCA, B.Sc. Animation & Gaming program are offered at the School. Through stipend assisted internships in top corporate companies, the students can avail great insights about the global work culture and grab a premium job opportunity.

ABOUT UNIVERSITY

We have come a long way since 1980 when Koneru Lakshmaiah Education Foundation (KLEF) forayed its journey in Vaddeswaram. Then it was KL College of Engineering. From there, in 2017, we voyaged to Hyderabad—an important place of happening in the world of economics and business. KLH-GBS is a part of this journey, and a flagship program of KLEF. Thus, KLH-GBS inherits the rich heritage and culture that is more than four decades old in creating educational excellence to many sections of society and to many parts of the world. KLH-GBS is a part of KL Deemed to be University (KLU) that has been continuously improving its ranking on National Institutional Ranking Framework (NIRF). In 2022, KLU has bagged the 27 th rank on NIRF. The visionary and his vision, the university and its track-record can act as the guiding light for KLH-GBS as truly a global school in a few years from now. The uniqueness and exclusivity of KLH-GBS lies within those farsighted words of our founder: To provide students with opportunities so that they will be able to prove their mettle. KLH-GBS quests to build on the rich heritage that we have inherited by doing things differently.

ABOUT SRC

The Southern Regional Centre was established on 1st February 1973 in collaboration with the Osmania University and the Government of Andhra Pradesh. The founders of the Southern Regional Centre were Prof. Rasheeduddin Khan and Prof. G. Ram Reddy.The major role of the Southern Regional Centre is to act as an agent of the ICSSR within the southern region; to act as the representative of the social scientists of the region and to bring their ideas and problems to the ICSSR, New Delhi; to provide a platform for the social scientists of the southern region; to come together for the promotion of social science research and to serve as the link between the social scientists of the southern region, national and international community of social scientists. The jurisdiction of the Southern Regional Centre extends to the states of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu,Telangana and the Union Territories of Lakshadweep and Puducherry.

About the National Seminar

This two-day seminar will delve into the multidimensional aspects of consumer psychology in digital contexts through keynote speeches, expert panels, paper presentations, and interactive workshops. Key themes will include digital consumer behavior, neuromarketing, cross-cultural consumer psychology, trust and privacy in online transactions, ethics in digital marketing, AI and predictive consumer

analytics, consumer empowerment, and resistance in the digital age. The seminar will also explore sector-specific insights—such as digital behavior in retail, fintech, healthcare, education, and entertainment—enabling a comprehensive understanding of diverse consumer journeys.

Objectives:

- To Analyse the Evolving Consumer Behaviour in the Digital Era:
- To Explore the Opportunities and Challenges for Marketers:.
- To Investigate the Role of Emerging Technologies in Shaping Consumer Psychology
- To Understand Ethical Considerations in Digital Marketing:
- To Examine Consumer Behaviour Across Different Sectors:
- To Promote Interdisciplinary Research and Knowledge Exchange:

Main Themes:

- Understanding Consumer Behaviour in a Digital Environment
- Digital Influence on Consumer Perception and Attitudes
- Personalization and Consumer Psychology
- Consumer Trust in Digital and E-Commerce Platforms
- Impact of Mobile and Social Media on Consumer Buying Behavior
- Emotional and Psychological Drivers in Digital Marketing
- Consumer Decision-Making Process in the Digital Era
- Challenges and Ethical Considerations for Marketers

Sub-themes:

- The impact of digitalization on consumer decision-making
- The effect of online reviews, ratings, and influencer marketing on consumer perceptions
- Ethical concerns surrounding personalized advertising and consumer privacy
- Building trust in online transactions and brands
- The role of AI and machine learning in influencing consumer choices
- The influence of digital touch points on the consumer journey and decision-making process
- The rise of mobile commerce (m-commerce) and its effects on consumer habits
- The ethical implications of data collection and consumer profiling
- Balancing personalization with consumer autonomy and privacy concerns

Call For Papers

Research Parers or case studies on any of the above mentioned themes are invited from Academicians, Research Scholars, Students, Industry Experts

Submission Guidelines:

All Papers Submitted for the seminar should contain original research that has not been previously published or accepted for publication elsewhere,with a plasiarism percentage below 20%.

Publication:

All the Accepted Papers Will be Published in Edited book with ISBN. Shortlisted Papers are considered for ABDC and Scopus Publication after the review.

REGISTRATION FEES

Participant Category	Fee (INR)
Students	₹200
Academicians	₹300
Research Scholars	₹400
Industry Experts	₹500

IMPORTANT DATES

Last date to submit the Abstract:	17th August, 2025.
Acceptance of Abstract:	20th August, 2025.
Last date of paper submission:	22th August,2025
Communication of Paper Acceptance:	25th August 2025

Registration Link To Apply: <https://docs.google.com/forms/d/e/1FAIpQLSfA7ds3oP3BJ3CuHKR4l5XXp8u4e0maqVRaDfjef72B8aisVQ/viewform>



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