

## RESEARCH & PUBLICATION CELL

### Calls for Chapters to publish in an edited book titled **IMPACT OF DIGITAL TRANSFORMATION ON CONSUMER BEHAVIOUR IN INDIA**

Bearing  
ISBN

- ◆ No Publication Fee
- ◆ Complimentary Copy of the Book
- ◆ Certificate of Appreciation to Authors
- ◆ Best Chapter Certificate

#### TOPICS TO BE COVERED

- Technology and Indian Consumer Behaviour.
- Contemporary issues of technology driven consumer behaviour in India.
- Latest insights on different segments such as urban to rural shoppers and their inclinations related to digital platforms.
- Digital landscape of India, including internet penetration, smartphone adoption, and social media usage.
- Factors shaping consumer behavior and market changing aspects.
- Role of digital networks such as social media, e-commerce platforms, digital payment systems in shaping consumer decision-making process.
- Role of culture and social factors to shape the consumer behaviour in Indian context. Impact of festivals and cultural differences on customer preferences.
- Latest trends in digital consumption, including the rising trend of influencer marketing, personalized recommendations, online reviews, and ratings, omnichannel and Phygital retailing.

#### IMPORTANT DATES

- Proposal of a chapter: **15 August, 2024**
- Notification of acceptance, refusal, or revisions :  
**within 7 days of submission of proposal**
- Submission of full chapter: **15 September, 2024**
- Notification of accepted and revised Chapters :  
**within 10 days of submission of the chapter**
- Last date of submission of revised chapters :  
**15 November**
- Probable publication: **30 November, 2024**

#### EDITORS

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#### THE RATIONALE

In the era of digitalization, Indian consumer market has been evolved as more digital centric and dynamic. Digital technologies such as social media platforms, ecommerce platforms and digital payment systems are disrupting Indian consumer behaviour very rapidly. In India, as smartphone adoption and internet usage are rapidly increasing, there is a great requirement to offer the insights on digital consumer behaviour and their changing preferences.

This book investigates the influence of new technological advancements on Indian consumers purchase patterns, their preferences, new consumer behaviour trends and enrichment of consumer experiences.

#### TARGET READERS

The book is designed to keep in mind the needs of marketing professionals, students, entrepreneurs, academicians, and researchers who are seeking to know the latest digital trends which are affecting consumer behaviour and adoption of technologies to influence consumers in India.

#### SCOPE

To address the impact of Digital Transformation on consumer Behaviour in Indian context, **Dr. D. Y. Patil B-School calls for chapters on "Impact of Digital Transformation on Consumer Behaviour in India"**. Present book will create differentiation on offering unique perspectives and insights related to Indian consumer behaviour. This book will equip business leaders, marketers, researchers and readers with the latest trends, cases, and knowledge they require to thrive in India's rapidly evolving digital consumer market.

#### SUBMISSION GUIDELINES

Proposals should not have been previously published nor be currently under consideration for publication elsewhere. All submissions are refereed through a double-blind peer-review process. The submissions should relate to the above title. The word limit for abstract is between **150 to 250 words**. The submission should be typed in **Times New Roman with font size 12, line spacing 1.5, and justified**. Titles/Headings should be of **font size 14**. The contents should be formatted in **A4 size** and should have a page limit between **15 to 25 pages**. Submissions should be submitted in the form of an MS Word file attached to an email after preparing the same as per the submission guidelines at **lokesh.arora@dpu.edu.in**.

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