DME College
NAAC A+
Delhi Metropolitan Education
Affiliated to GGSIPU, New Delhi & Approved by Bar Council of India
MANAGEMENT ▪ LAW ▪ JOURNALISM
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

DME Research Cell

DME Research Cell

presents

3rd Student Conclave

on

Reimagining India's Digital Marketplace: The Interplay of Law, Management & Media in the E-Commerce Economy

20th-21st November, 2026

(Hybrid Mode)

SCC ONLINE | TIMES

EXCLUSIVE MEDIA PARTNER

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: rcstudentconclave@dme.ac.in

ABOUT DME



Delhi Metropolitan Education (DME) was established on 1st August, 2012, under the aegis of Sunshine Educational & Development Society which has been working dedicatedly in the field of education for over 16 years. DME is affiliated to the prestigious Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi and is approved by the Bar Council of India.

DME envisions creating future leaders and nation builders by its endeavors in educating young minds. The institute is committed towards forming and sustaining conditions enabling students to embark on an unparalleled educational journey that is intellectually, socially, and personally transformative and enriching. DME offers sought after courses in the field of Management, Journalism and Law.

ABOUT THE RESEARCH CELL

Research Cell, DME, is an institutional-level committee dedicated to facilitating and aiding research and working untiringly to develop the academic and research skills of faculty members. It's student body was developed to educate students about different aspects of research, providing them with a platform to cultivate and hone their skills.

ABOUT THE STUDENT CONCLAVE

The rapid expansion of India's digital economy has transformed the way businesses operate, consumers make choices, and information influences market behaviour. This conclave provides a multidisciplinary platform to examine these developments through the perspectives of law, management, and media.

Through this conclave, we will address key issues including consumer protection, data privacy, digital competition, intellectual property, corporate responsibility, technological innovation, online business models, and media's role in shaping public trust. The conclave aims to encourage meaningful dialogue among legal experts, industry professionals, academicians, policymakers, media practitioners, and students, contributing to a fair, inclusive, transparent, and sustainable e-commerce ecosystem in India.

IMPORTANT DATES

Last Date of Submission of Abstarct	**5th November 2026**
Acceptance of Abstract	**7th November 2026**
Last Date of Registration	**10th November 2026**
Last Date of Submission of Full Paper/Extended Abstracts	**16th November 2026**

OBJECTIVES OF THIS CONCLAVE

The conclave aims to examine the evolving landscape of India's digital marketplace and the transformative role of e-commerce in shaping business, society, and consumer behaviour. It will bring together perspectives from law, management, and media to explore regulatory challenges, ethical business practices, data protection, consumer rights, digital competition, technological innovation, and effective communication in the e-commerce economy.

The conclave seeks to promote informed dialogue among legal professionals, industry leaders, academicians, policymakers, media practitioners, and students, while identifying practical and sustainable approaches for building a transparent, inclusive, secure, and responsible digital marketplace in India.

PERKS AND AWARDS

- Best Paper in Each Technical Session. (Cash Prize & Certificate of Merit)
- Certificate of Presentation to Presenters
- Certificate of Participation to Participants
- Qualified papers will have a 100% opportunity of getting them published in Scopus-indexed journals, books or peer-reviewed journals. The review for the respective journals will be separate.

REGISTRATION

The Conclave will be conducted in **hybrid mode**, allowing participants to present **offline or online.** Participants with accepted abstracts must complete registration by **10th November 2026**. The submission link for the final research paper/extended abstract will be shared via email upon abstract acceptance.

MODE OF SUBMISSION

Extended Abstracts/ Full Papers will be submitted through Google Form (Link/QR Mentioned to the Right).

WHO CAN PARTICIPATE

- Undergraduate students
- Post - graduate students
- Research Scholars (From all branches and fields of Education)

SUBMISSION GUIDELINES

- Participants are invited to submit an extended abstract (1000 - 1500 words) relevant to the central theme of the Conclave in Word Document format.
- Co-authorship of up to only two authors is permitted.
- **Formatting Guidelines:**

1. Single Column, A4 Size, 1.5-line spacing
2. Font style: Times New Roman, Size 12

- **Each submission must include a cover page with the following details**

1. Title of the Long Abstract
2. Author
3. Affliation(s)
4. Contact Details (including an active email address and mobile number)

ABSTRACT SUBMISSION

Abstracts for review can be submitted either through the following link Abstract Submission Link or by Scanning the QR Code provided as follows:

RULES AND REGULATION

- Experts will review abstracts, and only those approved by the reviewers will be selected and notified to the authors.
- Acceptance implies that atleast one author will attend the Conclave and present (Online/Offline). Only original and unpublished work will be considered.
- Proposals presenting identical or substantially similar work already published or under review elsewhere will not be accepted.
- All papers shall undergo rigorous plagiarism checks and blind review by the Editorial Board.
- The paper should be original and unpublished work of the author(s).
- **Plagiarism criteria:** 10%, excluding footnotes and bibliography.
- The sub-themes provided are merely indicative and not exhaustive. Participants are free to choose any topic relevant to the conclave's central theme.

MODES OF PRESENTATION

Participants may present their research through either of the following modes:

POWERPOINT PRESENTATION

Participants may present their research paper through a standard PowerPoint presentation, highlighting the key aspects of their research, including the research problem, objectives, methodology, key findings, analysis, and conclusion.

Applicable to: Online & Offline Participants

RESEARCH POSTER

Participants may present their research through a research poster designed using Canva. The poster must be prepared on a single page and should creatively and effectively encapsulate the key elements of the research paper, including the research question, methodology, findings, analysis, and conclusion.

The poster should be concise, visually engaging, and academically informative, allowing the essence of the research to be communicated effectively at a glance.

Applicable to: Online & Offline Participants

PRESENTATION GUIDELINES

- Participants must select one mode of presentation.
- The presentation must be based on the research paper submitted by the participant(s).
- The presentation should clearly communicate the core argument, findings, and conclusions of the research.

SUB-THEMES

Consumer Protection in Indian E-Commerce: Legal Rights, Business Practices and Media Influence	**Quick Commerce and Hyperlocal Delivery: Unit Economics, Dark Stores, and Sustainability of the 10-Minute Model**	**Influencer Marketing and the Changing Landscape of ECommerce Advertising**
Data Privacy in E-Commerce Legal Regulation, Data Management and Media Responsibility	**B2B E-Commerce and Digitization of MSMEs: Procurement Platforms, Credit Access and Supply Chain Integration**	**The Role of Digital Journalism in Shaping Consumer Trust in ECommerce**
Digital Advertising in E-Commerce: Advertising Law, Marketing Mangement and Media Practices	**AI, Analytics and Automation in E-Commerce Operations: Demand Forecasting, Dynamic Pricing and Inventory Optimization**	**Social Media, Algorithms and the Transformation of Online Consumer Behaviour**
Artificial Intelligence in E-Commerce: Legal Accountability, Management Innovation and Media Representation	**Financial Inclusion Through Digital Commerce: Account Aggregator, ONDC-Linked Credit and Digital Wallets for Underserved Segments**	**Fake Reviews, Misinformation and Media Ethics in the Digital Marketplace**
Competition in India's Digital Market Place: Competition Law, Platform Management and Media Power	**Talent Acquisition and Skill Gaps in E-Commerce: Demand for Data Science, Supply Chain, AI and Digital Marketing Skills t**	**Data-Driven Advertising and Personalisation: The MediaConsumer Relationship in ECommerce**
Intellectual Property Rights in the Digital Marketplace: Counterfeiting, Infringement and Enforcement	**Corporate Social Responsibility and ESG in E-Commerce: Sustainability, Ethical Sourcing and Social Impact Reporting**	**The Rise of Short-Form Content and Social Commerce: Redefining ECommerce Communicatio**

NOTE: The sub-themes provided are merely indicative and not exhaustive. Participants are free to choose any topic relevant to the conclave's central theme.

REGISTRATION DETAILS

- Registration for the Conclave (along with the payment of the registration fee) has to be done separately once the intimation of the selection of Abstracts has been received.
- Selected authors will receive a registration link along with the acceptance email.
- **Kindly note that extended abstracts may be submitted in lieu of full-length research papers.**

FEE PAYABLE

- **Rs. 750/-** (Rupees Seven Hundred Fifty Only) per offline presenter.
- **Rs. 500/-** (Rupees Five Hundred Only) per online presenter.
- **Rs. 350/-** (Rupees Three Hundred Fifty Only) per participant (Excludes Presentation, only for attending the conclave).
- **Kindly note:** In case more than one author is attending the conclave in person, each author must register separately once the abstract has been accepted.

PAYMENT DETAILS

NAME OF THE BANK :	**HDFC BANK LTD**
BRANCH :	**SECTOR-18, NOIDA**
COLLEGE NAME :	**DELHI METROPOLITAN EDUCATION**
ACCOUNT NUMBER :	**50100187447560**
ACCOUNT TYPE :	**SAVINGS**
IFSC CODE :	**HDFC0001592**

PATRONS



Hon'ble Mr. Justice Bhanwar Singh
Director General DME Former judge,
Allahabad High Court



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Director, Delhi Metropolitan
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