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Digital Marketing Jurisprudence: Navigating Legal Frameworks in the Tech-Driven Ecosystem



Series Editors:



Dr Sanjeev Kumar
LLM (Gold Medal) Ph.D
Law
Career Point University, Hamirpur
Himachal Pradesh (India)
sanjeevsanjeev292@gmail.com
7018504325



Dr Sushil Chauhan
MBA, Ph.D
Assistant Prof. (Digital Marketing)
Career Point University, Hamirpur
Himachal Pradesh (India)
meetsushilchauhan@gmail.com

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Call for Chapters

Digital Marketing Jurisprudence: Navigating Legal Frameworks in the Tech-Driven Ecosystem

Aims and Scope:

The aim of the proposed edited book, "Digital Marketing Jurisprudence: Navigating Legal Frameworks in the Tech-Driven Ecosystem," is to provide a comprehensive exploration of the evolving landscape of digital marketing within the context of the Indian legal framework. The book delves into the intricacies of digital marketing, emphasizing the crucial role of customer data in crafting personalized experiences for consumers. It traces the evolution of digital marketing in India, examining the exchange of personal data between users and content providers, e-commerce platforms, and social media in the era of accelerated internet penetration and mobile technology. The scope of the book extends to the legal challenges faced by digital marketers, particularly in the realm of privacy and data protection. It analyzes existing frameworks, such as Section 43A of the Information Technology Act, 2000, and the Information Technology Rules, while anticipating the impact of the proposed Digital India Act 2023. The book underscores the potential operational costs for marketing agencies and organizations under new legislation, emphasizing the need for a strategic shift in marketing practices. Furthermore, it explores the intersection of data protection and competition law, offering a practical analytical framework to navigate the complexities associated with technology companies' market power and data-driven business models. The overarching goal is to contribute insights that inform practitioners, policymakers, and scholars on the multifaceted relationship between digital marketing, legal frameworks, and emerging challenges in the tech-driven ecosystem.

List of Topics:

- Introduction: The Digital Marketing Landscape
- Data-Driven Marketing: Leveraging Customer Information
- Cookies and User Data: The Backbone of Personalization
- Privacy and Data Protection: Current Legal Frameworks
- The Personal Data Protection Bill: A New Era for Data Regulation
- The Impact of Data Privacy Laws on Marketing Operations
- Best Practices in Data Transparency and Consent
- Limiting Data Collection for Efficient Marketing
- Centralized Data Management and User Access
- Ensuring User Privacy: Compliance and Beyond
- Competition in the Digital Age: Challenges and Dynamics
- The Intersection of Data Protection and Competition Law
- A Holistic Approach to Digital Ecosystem Regulation
- Data as a Medium of Exchange: Assessing Nonmonetary Costs

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For any queries

Contact: 7018504325

Mail.us: sanjeevsanjeev292@gmail.com

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