



**International Conference on Digital and Social Marketing:  
AI Intervention in Digital and Social Marketing  
(DiSMarK- 2025)**

**Interscience Institute of Management and Technology (IIMT), Bhubaneswar**

*-Approved by AICTE & Affiliated by BPUT.*

**Venue: IIMT Campus, Bhubaneswar.**

**Date: 04<sup>th</sup> July, 2025, Time: 02:30P.M (IST)**

**Zoom Link:**

<https://us02web.zoom.us/j/82298761757?pwd=YKzkSyICTP26uoq8Cr7ZMtD4A8mpOW.1>

**Meeting ID: 822 9876 1757**

**Passcode: 561729**

<b>Time</b>	<b>Programme List</b>
<b>02:30P.M-02:45P.M</b>	<b>Introduction to Guest and About the Institute:</b> <b>Mrs. Soma Mitra &amp; Mr. Alok Arun</b>
<b>02:45P.M-02:55P.M</b>	<b>Welcome Address</b> <b>Prof. Jayadev Kar,</b> Director, I.I.M.T., Bhubaneswar
<b>02:55P.M-03:05P.M</b>	<b>About the Conference by:</b> <b>Prof. Srikanta Patnaik</b> Chairman, I.I.M.T., Bhubaneswar
<b>03:05P.M-04:05P.M</b>	<b>Keynote Address by Honorary</b> <b>Chair:</b> <b>Prof. Janusz Kacprzyk,</b> Professor, Systems Research Institute, Polish Academy of Sciences (SRI PAS), Warsaw, Poland.
<b>04:05P.M-05:05P.M</b>	<b>Keynote Address by</b> <b>International Conference Chair:</b> <b>Prof. Anil Kumar Bandrana,</b> Guildhall School of Business and Law, London Metropolitan University (LMU), London, United Kingdom
<b>05:05P.M-05:15P.M</b>	<b>Vote of Thanks by:</b> <b>Mr. Subhranshu Sekhar Samanta,</b> Head (Training & Placement)  I.I.M.T Bhubaneswar, Odisha  India.



### Technical Session Chairs:

**Prof. (Dr.) Himanshu Sekhar Moharana** |Principal| I.I.M.T Bhubaneswar, Odisha.

05:15P.M.(onwards)		Paper Presentation	
Sl No.	Title & Author	Mode	Timings
001	<b>Leveraging Online Attention Data for Culinary Tourism Marketing: A Case Study of Leshan</b> - Xiaobing Feng	Online	<b>05:15 PM-05:25PM</b>
002	<b>Optimizing Insurance Risk Management through Big Data Technologies</b> - Ying Han, Chengyi Pu, Wenjing Fan, Hui Li and Xiaoli Song	Online	<b>05:25PM-05:35PM</b>
003	<b>AI Applications in Hong Kong's Social Media Marketing: Prospects and Obstacles</b> - Eugene Chan	Online	<b>05:35PM-05:45PM</b>





## DAY 2 (05<sup>th</sup> July, 2025)

Prof.(Dr.) Pramod Kumar Prusty |Dean (Academics)| I.I.M.T Bhubaneswar, Odisha

01:30P.M.(onwards)		Paper Presentation	
Sl No.	Title & Author	Mode	Timings
001	<b>A Influence of Travel Experience on Subjective Well-Being of Elderly Tourists in Hunan Province, China</b> - Chunfang Dai	Online	<b>01:30 PM-01:40PM</b>
002	<b>Trade Network Analysis and Economic Stability Forecasting Using Graph Attention Networks</b> - Yiwon Zhang	Online	<b>01:40PM-01:50PM</b>
003	<b>Design and Simulation of Digital Service Trade Barrier Identification and Breakthrough Path Based on Graph Neural Network Empowerment</b> -Yongyue Ma, Qi Liu	Online	<b>01:50PM-02:00PM</b>
004	<b>Analysis and Design of a Precise Matching System for the Demand and Cultivation of College Tourism Management Talents Based on Big Data Technology</b> - Xiaoyu Zhou, Jingyi Li	Online	<b>02:00PM-02:10PM</b>
005	<b>Analysis and Innovation Development Path of County Rural E-commerce Users Driven by Big Data</b> - Zhenyan Hu, Xiaohong Fang	Online	<b>02:10PM-02:20PM</b>
006	<b>Research on Data Mining Mechanism of Cultural Resources and Integration Strategy of Live E-commerce Based on Large Model-</b> -Danni Zhao, Zhenyan Hu	Online	<b>02:20PM-02:30PM</b>
007	<b>Effects of Virtual Community Knowledge Sharing on Consumers' Brand Preferences in the Context of Digitization</b> - Yu Wang, Yanrui Jia, Kaijin Feng	Online	<b>02:30PM-02:40PM</b>
008	<b>Research on the Influencing Factors of Users' Satisfaction of Social Commerce Platforms from the Perspective of Platform Quality</b> - Bo Sun, Zongshui Wang	Online	<b>02:40PM-02:50PM</b>
009	<b>Construction of Rural Tourism Service Quality Evaluation Index System Based on LDA</b> - Wanli Liu, Xiling Tang, Xuling Liang	Online	<b>02:50PM-03:00PM</b>
010	<b>Research on Brand Design Strategies for Intangible Cultural Heritage Inheritance and Agritourism Integration Based on Digital Technology</b> - Shuang Ma	Online	<b>03:00PM-03:10PM</b>



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|------------|--|--------|------------------------|
| <b>011</b> | <b>Knowledge Sharing in Virtual Communities Shaping Consumer Purchase Intention and Satisfaction: a Meta-Universe Scenario-Based Exploration</b><br><i>- Zhenkun Hu, Tong Chen, Lingyuan Zhang, Shibin Liang</i> | Online | <b>03:10PM-03:20PM</b> |
| <b>012</b> | <b>Research on Intelligent Recommendation Algorithm Model Based on Big Data Technology</b><br><i>- Zhaomin Liang</i>   | Online | <b>03:20PM-03:30PM</b> |
| <b>013</b> | <b>The Impact of Digital Infrastructure on the Technological Complexity of High-Tech Product Exports in China: Based on Provincial Panel Data</b><br><i>- Jie Cai, Siyi Liu</i>                                  | Online | <b>03:30PM-03:40PM</b> |
| <b>014</b> | <b>Research on Performance Evaluation of Cross border E-commerce Supply Chain Based on Fuzzy Logic Algorithm</b><br><i>- Caijie Cao</i>  | Online | <b>03:40PM-03:50PM</b> |
| <b>015</b> | <b>Buying Intention of Green Brands Understanding Bounded Rationality Through Innovative Ideation</b><br><i>-Prajnya Paramita Pradhan, Biswajit Das, Bhubaneswari Bisoyi</i>                                     | Online | <b>03:50PM-04:00PM</b> |

**\*\*\*Thank You\*\*\***