



**PROCEEDINGS OF
4TH INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP &
MARKET SPACE (ISC-IEM), 2026**

Editors:

**Prof. (Dr.) Dibyendu Chattaraj
Prof. (Dr.) Saikat Chakrabarti
Prof. (Dr.) Shweta Kishore
Prof. (Dr.) Soumik Gangopadhyay**



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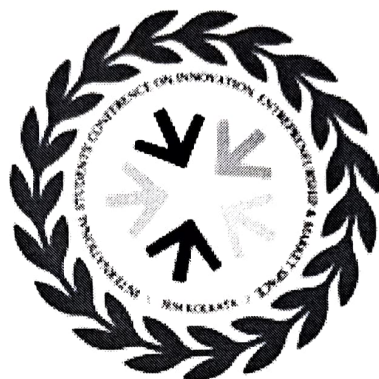
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**INTERNATIONAL STUDENTS' CONFERENCE
ON
INNOVATION, ENTREPRENEURSHIP & MARKET SPACE
(ISC-IEM 2026)**

13TH – 15TH March, 2026

About the Conference (ISC-IEM 2026)

The **International Students' Conference on Innovation, Entrepreneurship & Market Space** serves as a dynamic nexus where aspiring young student researchers and academic leaders come together to redefine the future of business. The forum is designed to bridge the gap between theoretical research and real-world application, offering a platform for students to present ground breaking ideas in technology, social enterprise, and sustainable market strategies. By fostering a culture of "thinking outside the box," the conference facilitates networking and mentorship, empowering participants to navigate the complexities of modern global markets. It is not just an academic gathering; it is a catalyst for turning high-potential concepts into scalable ventures that address the economic and social challenges of the 21st century.

TRACK: Marketing Management

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The Impact of Personalized Push Notifications as a Digital Marketing Strategy in E-Commerce Apps

Joysri Datta^{1*}, Pramitee Chakrabarty², Oishi Das³, Paromita Bakshi⁴, Tanuska Ruz⁵, Subhodeep Majhi⁶

Personalized push notifications have become a very important digital marketing tool for e-commerce apps as businesses try to connect with their users more directly and personally. This study shows how such notifications influence user engagement, customer loyalty and purchase behaviour. Using primary data, this study targets young people who shop online and make frequent use of mobile shopping applications. The findings indicate that most people receive personalized notifications. Interest is captured and value added through personalized alerts for each person. Through the use of user data, such as past purchases, location, and interests on social media platforms or apps, notifications can be generated to deliver relevant product recommendations, exclusive offers, order updates, reminders, etc. App messages that match user interests are more likely to entice them back into the app and increase engagement. At the same time, excessive or poorly targeted notifications can irritate the users as many consumers dislike high notification frequency and thus expect a balanced approach. These personalized notifications help businesses build stronger relationships with customers, making interactions feel more personal and memorable. Individuals find it satisfying when they receive messages that are tailored to their needs. These types of notifications can result in higher app usage, better customer satisfaction and increased sales.

Keywords: Personalized push notifications, User engagement, Customer loyalty, Purchase behaviour, Mobile e-commerce applications.

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