

Registration

For Registration, please fill the enclosed Registration Form along with Registration Fee.

Faculty from Institute/Representative from industry/Professionals	:	Rs.1,000/-
Research Scholars	:	Rs.500/-
Students	:	Rs. 200/-

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For Queries Please Contact:-

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Maharaja Agrasen Institute of Technology

(Approved by AICTE and Affiliated to GGSIP University)

2nd National Seminar

Emerging Paradigms in Marketing : Trends, Challenges and Opportunities

Saturday, 14th March, 2020

Organized by

Department of Management (MBA)



Convener

Dr. Amit Gupta, HOD
Department of Management (MBA)

Coordinators

Dr. Anju Bharti

Dept. of Management

Dr. Anoop Kr. Gupta

Dept. of Management

Venue

Maharaja Agrasen Institute of Technology

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Maharaja Agrasen Institute of Technology

Maharaja Agrasen Institute of Technology was established in 1999 by Maharaja Agrasen Technical Education Society promoted by a group of well known Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology and Management. Since then, MAIT has grown from strength to strength to emerge as one of the top technical institutes among the private Institutes and has been constantly ranked amongst the top engineering Institutes by DATAQUEST.

To build lasting relations with Industry, MAIT joins hands with industry in fulfilling the social responsibility of imparting industry relevant technical education and training. Its Alumni have also distinguished themselves through their achievements in industry, academics, research, business, government and social domains. The institute continues to work closely with the Alumni to enhance its activities through interactions in academic *and* research programme.

Department of Management (MBA)

The Department of Management was established in the year 2004 under GGSIP University with an intake of 60 students. The intake was subsequently increased to 120 in 2011 and 180 students in 2012. The Department is committed to achieve excellence in management education & research and assesses the success of its programme using the highest standards of quality. A group of well qualified, experienced and highly motivated faculty is engaged in providing quality education to the future managers and prepare the students in wider field of management to take up challenging jobs in the area of Finance, Marketing, HRM, International Business, Information technology etc.

Since inception, the Department has been the first choice of the students seeking admission in management institutes under GGSIP University. The students from the Department are recruited by both

academia and industry. Many of the ex-students of the Department occupy top positions in both academia and industry.

The Department works with a Mission “To develop the higher academic learning known for its total commitment to excellence in management education and research with a holistic concern for quality of life, environment, society & ethics”.

About the Seminar

Marketing over the years has become dynamic and complex and is constantly evolving. It can be hard to keep up with ongoing changes. The most successful marketers have one thing in common that they find a way to gain an edge over their competitors. Marketers who can analyze the trends and prepare for the future have the best chances of setting their companies up for success. In this new age of customer experience, a combination of data and creativity is going to set the leaders apart from the laggards. Marketers are giving greater focus on personalization like immersive social media experiences. All types of business in a variety of industries are also leveraging content marketing like publishing blogs, investing in resources to produce unique content, and paying for content-related ads.

There has been a paradigm shift in the ways and means of advertising which is an important marketing stream. Emerging trend in advertising involves promoting a product by using a social networking platform or high traffic attractors.

Social media has emerged as the defining trend in the last decade & continues to restructure communication and interactions between individuals, communities, governments, and businesses.

The seminar would be a platform for facilitating academic interactions, dialogue and deliberations on various emerging issues in marketing and expected to be a confluence of marketing minds, where there will be active sharing of best practices of contemporary marketing in this era.

Objective of Seminar

- To provide a platform for the industry, marketing practitioners and academia to share their knowledge and experiences of marketing in this digital era.
- To discuss the various emerging issues in marketing
- To provide research areas in emerging streams of marketing.

Who can participate?

Marketing Professionals, Academicians, Research Scholars and Entrepreneurs from Industry

Repository of Eminence at MAIT

1. Prof. (Dr.) Balbir Singh Sihag, MIT, USA
2. Dr. R K Mittal, Vice Chancellor, Chaudhary Bansilal University, Haryana
3. Dr. Rajbir Singh Hooda, Professor, Head and Additional Dean, SGT University, Gurugram
4. Prof. (Dr.) Sanjeev Mittal, USMS, GGSIP University, Delhi
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