



# Maharaja Agrasen Institute of Technology

## Department of Management, MBA

### Dossier

## 3<sup>rd</sup> National Seminar, 7<sup>th</sup> May, 22



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT (MBA)



**DR. NAND KISHORE GARG**

Founder & Chief Advisor, MATES  
Chancellor, MAU, Baddi, (HP)



**SH. VINEET KUMAR GUPTA**

Chairman, MATES

## 3RD NATIONAL SEMINAR ON EVOLVING PARADIGMS IN MARKETING: CONTEMPORARY OPPORTUNITIES AND CHALLENGES

(CHANGING CUSTOMER DYNAMICS IN POST COVID ERA)

**7 MAY 2022**

Online Mode

Convener : Prof. (Dr.) Amit Gupta (HOD, MBA)

Faculty Coordinators : Dr. Anju Bharti (9818383012),

Mr. Vivek Kuchhal (9810778552)

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**Event Coordinators:**

Dr Anju Bharti : Assistant Professor

Mr. Vivek Kuchhal : Assistant Professor

Dr. Amit Gupta

HOD, Department of Management, MBA

**Proposal:**

**Name of the Event:** Seminar on Evolving Paradigms in Marketing: Contemporary Opportunities and Challenges: [Changing Customer Dynamics in Post-Covid Era] (Online)

**Location** : Department of Management MAIT, Rohini, Delhi

**Date** : 7<sup>th</sup> May, 2022

**Time** : 10.30 AM – 4:00 PM

**Organized By** : Department of Management, MBA, MAIT

**Motivational Objective:**

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.

In order to bring the latest knowledge on marketing trends, challenges and opportunities, the Seminar was held inviting the eminent and experienced marketing professionals to deliberate on the various themes of the Seminar.

*Form*

*B Part*

*1*

### **Aim of the event:**

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.

*Part2*

*Abstrac*

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Marketing has been changing fast in the recent years. 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.

#### Deetails of Event

The Third National Seminar started at 10:30 am with Saraswati Vandana and faculty coordinator Dr. Anju Bharti introduced the theme of the session. This was followed by the welcome address by the Director (MAIT), Dr Neelam Sharma. This was followed by the address of the two Guests of Honour. The first guest of honour was Prof. (Dr.) Sunil Kumar Khatri, Founding Director, Amity University Tashkent, Uzbekistan. Dr Khatri started his talk with a historical perspective on marketing with focus on shifting of marketing elements from pre-pandemic era to post-pandemic era. There is a clear shift from traditional to digital media and channels. He shared lot of data from various media studies which clearly highlighted that there is a strong shift towards customer connect towards digital media and channels. Mr. Rajnish Virmani, CEO and Managing Partner, Positive Momenntum, A Global Management Consulting company was the second guest of honour. Mr Virmani had a very fundamental start from what is marketing. His focus was how much do we understand our customer. Also he involved in various changes in customer behaviour as seen by them in post covid era. Another important message he gave was –“ Do not be Sellers, Be Innovators”. It was followed by an address by the Shri S.P. Agarwal, Executive Chairman, MATES, who gave a very practical view of move towards traditional marketing to digital marketing. It was followed by the vote of thanks by Dr Amit Gupta, HOD, Department of Management, MAIT, Delhi. There was small break of half an hour, before the start of the first technical session. The first technical session was chaired by Dr M.K Bhat, Professor, MAIT.

The first speaker in the first technical session was Mr. Kamal Preet Arora, Team Lead, S&P Global Market Intelligence, Delhi. He was an alumnus of MBA, MAIT in year 2010. He shared his journey of last 12 years with focus on how he had developed over the years as people’s manager and more so in post-covid times, specially when the teams are working from home and their problems are different and unique in nature. The second speaker was Dr Ashutosh Mohan, Associate Professor, IMS, BHU, Varanasi, who brought the subject of marketing from a candid academic perspective but shown some very creative ideas leading to Digital era. He emphasized the movement and growth from pure digital to mass customization to mass personalization times in post-covid era. There was a lunch break after the first technical session.

The second technical session started at 2.50 pm. The second technical session was chaired by Dr Neeru Gupta, Asst, Professor, MAIT. The first speaker in second technical session was Mr. Ashish Talwar, AVP Sales & Marketing IDC India & South Asia. Mr Talwar, besides touching all the marketing shift in focus towards digital era, brought a new perspective of Data Management approach to make the digital

marketing happen. His focus was that the entire Hiring and Upskilling has to be in the direction of Data management tools and skills in post covid era and more so in future. The second speaker in this session was Dr. Soney Mathews, Associate Prof., St. Joseph's College of Commerce, Bengaluru University. She brought a focus on customer retention through delivering value to the customers in various ways. Her focus was on Customer Centric Business Model. She brought the point that customer has sentiments and emotional connect with the products he or she buys. Covid has brought a huge shift in consumer behaviour. Focus on consumer interactions and learn where to adapt. The seminar was concluded with a brief valedictory session, reiterating the learning outcomes of the seminar. A total of over 230 participants took part in the seminar. Each session was followed by questions from students, which were addressed by the respective speakers. It was an interesting and insightful session that helped students in learning about the new trends in marketing and what opportunities and challenges it poses in post-covid era.

Conclusion:

A total over 230 attendees including students attended the program as per the attendance recorded by MS-Teams platform. At the end of each session, a group photo was taken with audience and speaker together in the talk.

As an exercise, Students were told to prepare a Seminar Report to be submitted the next day to their class coordinators on the MS-Team platform.

**Snap shot**

Zoom Meeting

**MAHARAJA AGRAHAR INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF MANAGEMENT (MBA)**

**INTERNATIONAL SEMINAR ON**  
**NEW PARADIGMS IN MARKETING:**  
**NEW OPPORTUNITIES AND CHALLENGES**  
 (CONTEMPORARY DYNAMICS IN POST COVID ERA)

**DR. NAND KISHORE GARG**  
 Founder & Chief Advisor, MATES  
 Chancellor, MAU, Baddi, (HP)

**Prof. Amit Gupta**  
 HOD, MBA  
 9818383012

**Participants (201)**

Find a participant

DA	Dr. Anju Bharti (Co-host, me)	🔇	🗑️
	Ankur Ahuja (Host)	🔇	🗑️
DS	Dr Sunil K Khatri, Dir... (Co-host)	🔇	🗑️
MI	mohit.Verma (Co-host)	🔇	🗑️
A	Prof. Amit Gupta (Co-host)	🔇	🗑️
DR	Dr. Ritu Gupta (Co-host)	🔇	🗑️
K	Khyati Sharma (Co-host)	🔇	🗑️
PA	Pawan Arora (Co-host)	🔇	🗑️
	Rajnish Virmani (Co-host)	🔇	🗑️
S	Shivani Rajput (Co-host)	🔇	🗑️
A	Abha Kohli	🔇	🗑️
B	Abhii Sharma	🔇	🗑️
AS	Adarsh Saroha	🔇	🗑️
AB	Aditi Bansal	🔇	🗑️

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10:50 07-05-2022

Zoom Meeting

**Prachi sharma**

**Recording**

**Prof. Neelam Sharma**

**Participants (206)**

Find a participant

DA	Dr. Anju Bharti (Co-host, me)	🔇	🗑️
	Ankur Ahuja (Host)	🔇	🗑️
PN	Prof Neelam Sharma (Co-host)	🔇	🗑️
DS	Dr Sunil K Khatri, Dir... (Co-host)	🔇	🗑️
DR	Dr. Ritu Gupta (Co-host)	🔇	🗑️
K	Khyati Sharma (Co-host)	🔇	🗑️
MI	mohit.Verma (Co-host)	🔇	🗑️
PA	Pawan Arora (Co-host)	🔇	🗑️
A	Prof. Amit Gupta (Co-host)	🔇	🗑️
	Rajnish Virmani (Co-host)	🔇	🗑️
S	Shivani Rajput (Co-host)	🔇	🗑️
M	Mohini	🔇	🗑️
AK	abha kohli	🔇	🗑️
B	Abhii Sharma	🔇	🗑️

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11:00 07-05-2022

Zoom Meeting

Recording

View

Participants (205)

Find a participant

- DA Dr. Anju Bharti (Co-host, me) [M] [V] [A]
- Ankur Ahuja (Host) [M] [V] [A]
- Rajnish Virmani (Co-host) [M] [V] [A]
- DS Dr. Sunil K. Khatri, Dir... (Co-host) [M] [V] [A]
- DR Dr. Rihu Gupta (Co-host) [M] [V] [A]
- K Khyati Sharma (Co-host) [M] [V] [A]
- M Mohini (Co-host) [M] [V] [A]
- MM mohit Verma (Co-host) [M] [V] [A]
- PA Pawan Arora (Co-host) [M] [V] [A]
- PS Prachi sharma (Co-host) [M] [V] [A]
- PN Prof. Neelam Sharma (Co-host) [M] [V] [A]
- A Prof. Amit Gupta (Co-host) [M] [V] [A]
- SA S.P. Aggarwal, Execut... (Co-host) [M] [V] [A]
- SR Sahil Rana (Co-host) [M] [V] [A]

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12:07 07-05-2022