



Maharaja Agrasen Institute of Technology

Department of Management, MBA

Dossier

On

Second National Seminar on

“Emerging Paradigms in Marketing: Trends,
Challenges and Opportunities”

Held On 10th July, 2021

MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY
(Approved by AICTE & Affiliated to GGSIP University)
DEPARTMENT OF MANAGEMENT (MBA)
2nd National Seminar on
**“Emerging Paradigms in Marketing : Trends,
Challenges and Opportunities”**
10th July 2021 (Online Mode)

[Click Here for Registration](#) *E-certificate to all participants*

Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, MAU, (HP)

Prof. (Dr.) Neelam Sharma
Director, MAIT

Guest of Honor/Speakers

 Mr. Rishi Mohan Bhatnagar President of Aeris India	 Mr. Rahul Khandelwal Associate Vice President, Organized Trade at Godrej Consumer Products Ltd.	 Mr. Ajay Jangid State Head, Axis Bank, Rajasthan	 Mr. Peeyush Mangal Director, OYO	 Mr. Amit Kaul Founder & CEO, Dmystifi	 Ms. Neharika Pinto Associate Director Brand & Communications Gradeup
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Convener : Dr. Amit Gupta (HOD, MBA)
Faculty Coordinators : Dr. Anju Bharti (9818383012), Dr. Anoop Kumar Gupta (9868997448)

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Event Coordinators:

Dr Anju Bharti : AssistantProfessor

Dr Anoop K Gupta : Assistant Professor

Dr. Amit Gupta

HOD, Department of Management, MBA

FORM A

Proposal:

Name of the Event: Seminar on Emerging Paradigms in Marketing – Trends, Challenges and Opportunities

Location : Department of Management MAIT, Rohini, Delhi

Date : 10th July, 2021

Time : 10.30 AM – 4:00PM

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

Abstract:

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.

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 Shots:

