



**MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY**  
(ISO:9001:2015 Certified)  
Approved by AICTE, Ministry of HRD, Govt. of India  
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)  
**Department of Management, MBA**

**Report**

**3<sup>rd</sup> National Seminar**  
**(Online Mode)**  
**7<sup>th</sup> May, 2022**

**Evolving Paradigms in Marketing: Contemporary Opportunities and Challenges: [Changing Customer Dynamics in Post-Covid Era]**

**Convener: Prof.(Dr.)Amit Gupta, HoD, Department of Management**  
**Faculty Coordinator : Dr. Anju Bharti**  
**Mr. Vivek Kuchhal**

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 Momentum, 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.