

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

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*

Guest of Honor/Speakers

 Dr. Nand Kishore Garg Founder & Chief Advisor, MATES Chancellor, MAU, (HP)	 Prof. (Dr.) Neelam Sharma Director, MAIT				
 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

Convener : Dr. Amit Gupta (HOD, MBA)
Faculty Coordinators : Dr. Anju Bharti (9818383012), Dr. Anoop Kumar Gupta (9868997448)

Organiser: Department of Management, Maharaja Agrasen Institute of Technology

Date : July 10,2021

Timings: 10:30 AM

Venue : MS TEAMS

Faculty Coordinators: Dr. Anju Bharti and Dr. Anoop Kumar Gupta

The Second National Seminar started at 10:30 am with Saraswati Vandana and faculty coordinators Dr. Anju Bharti and Dr. Anoop Kumar Gupta introduced the theme of the session.

Dr. Rishi Mohan Bhatnagar, President of Aeris, India was the first guest of honour. Dr. Bhatnagar started his talk with a historical perspective on Industrial Revolution which happened in the west in 1940s. He highlighted that Industrial Revolution has been

followed by Internet Revolution and the IoT (Internet of Things) Revolution. IoT revolution has brought the hardware companies sell services like the examples of GE.

The Internet and IoT revolutions have brought the following changes in our lives and marketing in particular:

- Product life cycles are getting shorter
- Creation of new kinds of jobs, methods and businesses
- New manufacturers and services are evolving in this new era

He specifically discussed the case of Mahindra Electric Car and how it was able to manage the problems in the electric vehicles space to achieve the growth in later years. He shared his experience of Aegis of digitization. He emphasized that there are four basic P's now – People, Planet, Profit and Purpose for any business now. In terms of emerging paradigms, he mentioned about the focus on Social media, Voice search, Influencers and Micro-Influencers, Collaboration and Co-creation and also about Brand Value and Trust.

Mr. Rahul Khandelwal , Associate Vice President, Organised trade at Godrej Consumer Products Ltd. was the second guest of honour. Mr Khandelwal started his talk with a personal touch with live examples of Indoor dining behaviours during covid and post covid times. He brought about various examples of digitization in marketing happening globally, which is changing customer behavior. Digitization globally have gone from 18% in 2018 to 58% in 2020 and further moving up in 2021.

About 75% of all financial transactions are now happening online and in that too, the share of UPI has gone up drastically during recent years. He spoke about the wave of Consumerism, which has majorly impacted industries like, Technology, Healthcare and Insurance. Packaging has changed drastically in recent times.

Mr Khandelwal then elaborated the recent paradigm of “Information Centered Shopping”. The main points brought up in this theme were as under:

- Valuing time and experience of customers

- Time saving services for which customers are willing to pay extra
- Personalized or Customized version of various service offerings
- Gender diversity to offerings
- Preference of Indian brands or philosophies like Ayurveda, etc over foreign brands

The speaker brought up a recent study of BCG where countries were segregated into 3 distinct categories – Digitally Aware, Digitally Advancing and Digitally Evolved. India is currently in digitally advancing stage with 18% share, whereas China is at Digitally Evolved stage with a total share of 58%. Mr Khandelwal concluded his session by making two circles – one showing What we think and other showing What actually is. Then there is an intersection called the sweet spot, which is the target.

This was followed by motivational lines by founder chairman Dr. Nand Kishore Garg which in turn was followed by vote of thanks by H.O.D, Dr. Amit Gupta. This was the end of inaugural session.

The Technical session I started at 12:30 pm where in session chair we had Dr. Anju Bharti and in session co-chair we had Dr. Neeru Gupta and Dr. Ritu Gupta.

Mr. Piyush Mangal, Director, OYO was the first speaker in technical session I. He explained different strategy of marketing which is mainly based on experiment to engagement, life stage segmentation, mass to precision, cultural, functional, emotional, competitive opportunity with various examples like Dettol, Fevicol and etc. which was followed by query session.

Mr. Ajay Jangid, state head, Axis Bank, Rajasthan was the second speaker in technical session I. He emphasized on Artificial Intelligence, its uses and how it has made life much more easier. He also explained consumer behavior by giving various examples. He compared the pre-covid time and post-covid times and how it has changed the process of marketing and after the session he cleared the doubts of the participants which was followed by lunch break.

The Technical session II started at 2:30 pm where in session chair Dr. Anoop Kumar Gupta was the session co-chair Dr. Sanjeev Kumar and Mr. Vivek Kuchhal were session co-chairs.

Mr. Amit Kaul, Founder and CEO ,DMystifi was the first speaker at technical session II . He started with how the definition of marketing has changed with time and explained the concept of digital marketing and how it differs from traditional marketing . He further emphasized that that how traditional marketing was an “art” and digital marketing is a “science”. He further explained the concept of Global Marketing trends with the example of Deloitte which was followed by query session.

Ms. Niharika Pinto , Brand Lead at Grade up , MICA was the second speaker at technical session II where she explained different definitions of marketing and stressed that marketing is driving consumers in your favor and illustrated it through various examples which was followed by query session.

The seminar was concluded with reiterating the learning outcomes by student coordinators . A total of 225 participants took part in the seminar . 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.



