

# INTERNATIONAL MANAGEMENT CONCLAVE SERIES

## INTERNATIONAL MARKETING CONCLAVE

ORGANISED BY  
DEPARTMENT OF PUBLIC POLICY AND GOVERNANCE  
B.K SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES,  
GUJARAT UNIVERSITY

### PROGRAMME SCHEDULE

<b>DATE: 30<sup>th</sup> MAY, 2021, TIME: 10.00 A.M. ONWARDS</b>	
<b>Time Duration</b>	Start of Programme with Deep Pragatya
10:00 to 10:15 AM	Inauguration of Programme with University Song Video Presentation of DPPG
10:15 to 10:30 AM	Welcoming Guest and their Introduction Welcome Address by Dr. Prateek Kanchan, Director, B.K. School About Conclave by Dr. Nilam Panchal, HOD – DPPG
10:30 to 10:50 AM	Key Note Speaker 1: THEME: Consumer Behaviour and Marketing Research in Digital Context NAME OF THE SPEAKER: Dr. Varsha Jain
10:50 to 11:10 AM	Key Note Speaker 2: THEME: Marketing Analytics in New Era NAME OF THE SPEAKER: Dr. Anand Kumar Jaiswal
11:10 to 11:30 AM	Key Note Speaker 3: THEME : Advertising - The New Trends NAME OF THE SPEAKER: Mr. Sanjay Chakraborty
11:30 to 11:50 AM	Key Note Speaker 4 : THEME : Big Data: Road-Map for Successful Digital Marketing NAME OF THE SPEAKER: Dr. Sameer Rohadia
11:50 to 12:10 PM	Key Note Speaker 5 : THEME : Changing Distribution Channels in New Global Economy NAME OF THE SPEAKER : Dato Seri Dr M.Andy
12:10 to 12:30 PM	Key Note Speaker 6 : THEME : Retail Marketing in Pandemic NAME OF THE SPEAKER : Dr. Sapna Parashar
12:30 to 12:50 PM	Key Note Speaker 7 : THEME : Marketing in The New Normal: Pains and Pleasures of Digital Transformation NAME OF THE SPEAKER : Dr. Yash Chawla
12:50 to 1:00 PM	Vote of Thanks National Anthem