

International Marketing Conclave-30th May,2021

A very good morning to the present dignitaries, faculty members ,students and my dear friends . I take immense pleasure in welcoming all of you to a new segment of our Management series i.e THE INTERNATIONAL MARKETING CONCLAVE-2021. Hoping everyone is staying safe and taking care of themselves and their families.

SARASWATI VANDANA : Let us begin our morning and our event by invoking the presence and blessings of the lord almighty by starting with a Saraswati vandana.

INAUGURATION :

“Marketing takes a day to learn,unfortunately a lifetime to master” All the dignitaries present here definitely know who quoted this and for those who don't ,these are the words of Phillip Kotler. They say good marketing makes the company look smart whereas great marketing makes a customer feel smart , that’s” marketing” for you . The game of words ,tactics , understanding , defending ,convincing and finally taking a shot at it is all and more what marketing is . And today we have gathered here to get a keen understanding from some of the experts in the field so once again I Purva Dholakia take this opportunity by extending a warm welcome to our guests and faculty members and students who have been able to join us today.

University Song: Now before we proceed further let us gear up for the anthem of our prestigious Gujarat university ,an institute which has given excellence in education to our society since its establishment in 1949. Few of the university’s alumni include our honourable prime minister of india shri Narendra modi, Mallika Sarabhai kuchipudi & bharatnatyam dancer, Ashish nandej political psychologist and social theorist, pankaj Patel ceo of cadila.

BKSPMS INTRODUCTION :

BK School of professional and management studies is a department of management of prestigious Gujarat University established in 1976, is one of the oldest and eminent B-Schools of Gujarat state. The School has been whetting human as well as intellectual skills of a new breed of dynamic managers ever since. BK has acquired a unique position in the list of top B-Schools with its attributes like excellent curriculum, experienced faculties, industrial exposure, strong alumni network & academia-industry interface.

Introduction To DPPG: The Department of Public Policy and Governance (DPPG) established in the year 2020 is 'one of its kind' programme aimed at improving efficiency and leadership skills among policy makers and administrators while exposing them to topical issues in management. The Department of Public Policy And Governance offers courses like Ph.D., Master Courses, Certificate and PG Diploma Courses. DPPG runs courses including MBA in Public Policy Management, MBA in Event Management, MBA in Defence Management (IDSR), MBA in Business Economics and Public Finance, PG Diploma in Public Finance & Economics. The Department intends to undertake the activities for promoting education, research, training and consultancy in the area of Public Policy and Governance with great pleasure. DPPG conducts various webinars which bring great knowledge to the students and provide a platform for real time conversations with speakers. DPPG also organizes International Conferences that provide significant insights to the participants regarding the trends in the Global Economy.
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Presenting the video of life at the institute”.

Today on the panel we have the honour of having with us:

1. Dr. Anand Kumar Jaiswal - Professor, Indian Institute of Management(IIMA),Ahmedabad
2. Dr. Varsha Jain - Professor, MICA, Ahmedabad.
3. Mr. Sanjay Chakraborty - Founder & Chief Marketing Advisor, ESSKSEE Consultancy,India
4. Dato Seri Dr. M. Andy - Founder/ Managing Director of Everest Group of Companies, International Advisor - Business Associations, Kuala Lumpur, Malaysia
5. Dr. Sameer Rohadia - IT Trainer & Data Analyst (Freelancer), Hannover, Germany .
6. Dr. Sapna Parashar - Associate Professor, Nirma University, Ahmedabad, India.
7. Dr. Yash Chawla Founder - Socieowelt and Assistant Professor, Wroclaw University of Science & Technology, Wroclaw, Poland.

Now I call upon,

Dr. Nilam Panchal HOD PPG to extend a warm welcome to our honorable guests and to brief us about the conclave.

Dr. Nilam Panchal : I welcome you ma'am, Dr. Nilam Panchal is an Associate Prof. At BK School and Incharge of Department of Public Policy and Governance (DPPG), B.K.School, Gujarat University. She is coordinating courses like MBA in Public Policy Management(PPM) , MBA in Business Economics and Public Finance (BEPF), MBA in Event Management (EM), PG Diploma in Public Finance and Economics (PGDPFE), P G Diploma in Public Policy Management(PGDPM) under the umbrella of B. K. Professional and Management Studies, Gujarat University. She is also coordinator and of courses of Management academy programmes of bk school like PG Diploma in Finance Management, P G Diploma in Training and Development, PG Diploma in Information Technology Management and PG Diploma in Materials and Operations Management running under and co-ordinator for various courses launched under Institute of Defence Studies and Research (IDSR) at Gujarat University. During the course of her

career, she completed the Faculty Development Programme in Management from the prestigious Indian Institute of Management, Ahmedabad ,and specialised programmes and Management Teacher's Programmes (MTPs) and FDPs at IIM-Calcutta, IIM-Bangalore, IIM-Indore, IIM-Noida, MDI- Gurgaon to name a few. Dr. Panchal is a Chairman of Indian Society for Training and Development (ISTD) Dr. Nilam has worked as a full time Faculty at Institute of Management, Nirma University. She has completed Teaching assignments with Management Development Institute - Murshidabad, Calcutta, Manipur University, Knowledge Consortium of Gujarat , Narmada College Campus, Bharuch, GNFC, Bhaurch, UGC- HRDC,Hyderabad, Indus University, Parul University, Mata Vaishnodevi University to name a few. She has conducted Employee Development, Management Development , Faculty Development and Women Development Programmes for Executives & Middle Level Managers of different organizations like Kohler India, GNFC , P I Industries, Classic Hotels, Jindal Industries, Babina Diagnostics, Asian Paints Limited, Cadila to name a few.She has published more than 120 research articles more than 20 books .SHe has developed Course Materials and cases for the PG Courses of MGNCRE, Government of India She has developed 5 MOOCs and more than 130 E-Contents Modules on various subjects of management which is part of SWAYAM PRABHA, DTH channel devoted to telecasting of high-quality educational programmes. She has been the convener of the Youth Symposiums every year since 2016 at International level in the Gujarat University.

Let us begin our event by calling our first speaker :

Keynote Speaker 1: Dr. Varsha Jain

THEME: Consumer Behaviour and Marketing Research in Digital Context

Prof. Varsha Jain, PhD, is a Professor in Integrated Marketing Communications and the Co-chairperson, FPM (Doctoral Level Program) at the MICA (India). Prof. Jain has over 17+ years of experience in teaching and research. Prof. Jain recently launched her book on Consumer Behavior : A Digital Native in India. Her current work entails writing books on Consumer Behavior: A Digital Native China and

Global markets and Customer Relationship Management. She has authored over 100+ publications in international, national and trade journals, book chapters and case study collections. The publications include the Journal of Business Research, Journal of Product and Brand Management, the Journal of Marketing Communication, Healthy Marketing Quarterly, the International Journal of Mobile Marketing, the Journal of Consumer Marketing, Young Consumers, the Asia-Pacific Journal of Business Administration, Middle East Media Educator, Marketing Insights and Marketing News. She contributed cases in marketing management textbook 15/e (Philip Kotler, Father of marketing, bible for marketing management, by invitation), Ivey case collections and the Emerald Emerging Markets Case Studies Collection. Prof. Jain is recipient of more than 20 national and international awards and gold medals in research and scholarship. The awards includes “Best Researcher of the Year 2019” by Center for Education Growth and Research, Delhi, India and Integrated Chambers of Commerce and Industry, Delhi, India.

Keynote Speaker 2: Dr. Anand Kumar Jaiswal

THEME: Marketing Analytics in New Era

Professor Jaiswal is a Professor of Marketing at Indian Institute of Management, Ahmedabad (IIMA). His research interests include bottom of the pyramid (BOP) markets, services management, customer satisfaction, business-to-consumer e-commerce, and brand extension management. He was given Distinguished Young Professor Award for excellence in research in 2011 at Indian Institute of Management Ahmedabad. He won the International Management Division’s Skolkovo Best Paper Finalist award in 2012 Annual Meeting of the Academy of Management, Boston. He won the best case award in 2011 international EFMD Case Competition in the Indian Management Issues and Opportunities category. He has been involved in executive development programmes with several Indian and multinational corporations.

Keynote Speaker 3: Mr. Sanjay Chakraborty

THEME : Advertising - The New Trends

Professional Experience:

A Marketing Communications Professional and has more than twenty-five years of extensive experience in Sales, Marketing, Communication and Advertising. His keen interest lies in Understanding consumer behavior and providing marketing communication strategies to various brands and organizations.

As his very last assignment, he had worked with Triton Communications, an advertising agency of national repute & presence, as Associate Vice President: Brand Services. In Triton, for the last

Corporate - Associations:

For many years, he has been a part of various initiatives of Ahmedabad Management Association (AMA) as a Co-Chairman of the PR committee as well as the editorial board. He has been associated with FICCI & CII on various projects. He is also a mentor to various start-up support initiatives of CIIE, IIM-Ahmedabad, MICA Comcubator Centre, EDI Gandhinagar, etc. He is also the founder member of Brand Klub, Ahmedabad and Patron Member of Indian Brand Forum, Rajkot.

He has been the jury member of Indian Excellence in Radio Awards (ERA) for the last five years. He has contributed his judging skills as being the Jury Member of Delhi Advertising Club SAARC Awards. He has also been invited as the jury member for Ahmedabad Advertising Circle Association (AACAA) Awards.

Speaker:

A mesmerizing orator & a TEDx speaker, and has been a regular, known & a popular speaker in various national & international forums/conferences/ summits of Ahmedabad Management Association/FICCI/CII, etc. He has more than 25 CD's in his credit published by Ahmedabad Management Association.

Books: Author & Columns

His debut book on Inspiring Corporate Experiences," Half Glass Full" received an overwhelming response. Also, his second book "Marketing Tidbits" got released by Ahmedabad Management Association. He also got published his third book "Before being on your marks, Get Set Go!", a handbook for young aspirants to the advertising & media industry. He recently launched his fourth book AMAdabad Quiz in digital format, a compilation of well-researched content on the City of Ahmedabad.

By passion he is a man of varied interests, he is credited with many articles in reputed publications like Economic Times/Times of India / Indian Express /Indian Management etc. He is also regular columnist in DNA & other reputed publications. Written "Forwards" for many management books of well known management authors.

Contributed and presented a paper- Ethics in Business Communication Resulting in Enhanced Brand Image, which got published at the International E- Conference organised by institutes affiliated to the Gujarat Technological University, Gujarat, India & Universal Business School, Sydney, Australia

Academic Contributions / Training & Development :

He has been actively involved as a guest faculty and an adviser to various management associations, institutions & business schools like MICA, AMA, and PDPU to name a few. He has also been the Council Member (Marketing & Brand Mgmt) of Gujarat Technical University. He is a Corporate Advisor to ICFAI Business School, Xcellon Institute of Management, Ganpat University & Kadi University, GLS University & Media and Communications school, LJ Group of Colleges.

For the last many years he has been successfully & repeatedly on demand undertaking various customized Training programs in the area of Motivation, Communication, Marketing, Advertising & Branding. Designed & conducted various Internal Communication Programs, workshops & sessions for employees of all levels for organizations which filled with vigor & enthusiasm. Few organizations benefited from such programs are - Intas Pharmaceuticals, Adani Group, Divya Bhaskar, Vasu Pharmaceuticals, Amtech Electronics, Wagh Bakri Tea Group, A B Jewels, Ahmedabad Management Association, to name a few.

'BIZDOM' for Start-up's:

An initiative by Sanjay to guide and advise the Start-Up who are in their nascent stage of the business. This unique program helps the Start-Ups to get advice on their marketing & communication bottlenecks which are tactical in nature.

It has been observed that many times a Start-Up requires an insightful direction and seasoned expert advice but is apprehensive or cannot hire a professional /consultant. It is critical to get an opinion of an expert at this stage to assist such Start Up's macro-level dilemma. This program has been designed to provide tactical solutions to problems & to satiate curiosity.

'KWIZMATE' for Quizzing:

He is a passionate QuizMaster and has conducted many theme-based & Corporate quizzes on various occasions at reputed management institutes & forums like IIM Ahmedabad, IBS Business School, Ahmedabad Mgt Association, My FM, Sandesh Group of publication, Audi, etc. He also received The Titans of 2019 award in the field of Quizzing from Myfm (The Bhaskar Group). All such quizzes are conducted under the business vertical of Kwizmate provides complete professional quiz management services. It takes turnkey assignment of Conceptualising, Creation of well-researched content & conducting the Quiz.

To put it simply, Sanjay Chakraborty is a passionate, enthusiastic, go-getter, dependable, transparent, amiable professional with a multi-faceted & versatile personality creating value for his associates in personal & professional lives.

He believes in "Under Promise & Over Deliver"

EssKsee Consultancy

www.essksee.com

Keynote Speaker 4 : Dr. Sameer Rohadia

THEME : Big Data: Road-Map for Successful Digital Marketing

Bachelor of Electrical Engineering and MBA (IT specialization) from M. S. University of Baroda. • Ph.D. in ERP implementation from Gujarat Technological University, Ahmedabad. • Master in Data Science from Bologna Business School, University of Bologna, Italy. • 20 years of Corporate and Business Management teaching experience in reputed Institutes / Universities within Germany and India. • Last assignment as Content Manager (Training & Community) in Continental AG, Hannover, Germany. • Currently, working as IT Trainer & Data Analyst (Freelancer) in Hannover. • Successfully conducted 40+ Webinars / Workshops in last 7 months and trained 4,000+ professionals, faculty members & students in the area of Big Data, MS Power BI, Tableau & MS Excel. • Microsoft Certified Power BI & Excel Professional, Tableau Desktop Specialist, Certified Google Analytics Professional, Professional Scrum Master & Product Owner, and Certified ITIL 4 Professional. • At present, teaching “Business Analytics” course in 5 Indian Universities. • Conducted 50+ sessions for German, Polish & Slovenian students. • Life Member of Baroda Management Association and Indian Society for Training & Development. • Received 5 awards for teaching excellence from institutes of repute.

Keynote Speaker 5 : Dato Seri Dr M.Andy

**THEME : Changing Distribution Channels in New Global Economy **

Founder/ managing director of Everest Group of Companies

-A Prominent Business Advisor for many Businesses associations in Kuala Lumpur, Malaysia.

-A International reps for Malaysia speaking about the challenges of doing businesses during this pandemic

-A well-known philanthropist

-A public speaking and motivator for enterprises

Keynote Speaker 6 : Dr. Sapna Parashar
THEME : Retail Marketing in Pandemic

Ph D Management

Associate Professor (Marketing)

Co chairperson Placement

Dr. Sapna Parashar is faculty in the area of Marketing and has been engaged in teaching and research from the last twenty years and has more than fifty publications in refereed journal and prominent management journals such as Journal of Cleaner Production. She has also published more than 15 cases in The Case Center, UK and has co-edited five books to her credit . She has also presented papers in International and National conferences. Besides this, she has been involved in conducting training programs for reputed industries like Adani, Grasim, BPCL, Inspiron, Hitachi to name a few. She is life member for Indian Society of Training and Development. Her areas of interest include teaching and training in marketing which includes retail marketing, rural marketing, consumer behavior, service marketing and human values. She has visited China and South Korea in connection with various professional activities.

Keynote Speaker 7 : NAME OF THE SPEAKER : Dr. Yash Chawla

THEME : Marketing in The New Normal: Pains and Pleasures of Digital Transformation

Dr. Yash Chawla - Assistant Professor of Innovation and Marketing Management, and Dean's Representative Department of Operations Research and Business Intelligence, Wroclaw University of Science & Technology, Poland - Assistant Editor, Operations Research and Decisions - ISSN 2081-8858 (print), 2391-6060 (online) - Founder, Professional Trainer and Business Consultant SocioWelt - Founding Chairman, 1 st Virtual Global Chapter – Indian Society of Training and Development ----- Dr.

Yash Chawla, has over 10 years of professional experience, as a academician, trainer and business consultant. He has been actively involved in projects and assignments with universities and businesses in Europe, UK, South Asia and the Middle East. He has trained over 75,000 students, teachers and professional through his programs on Sustainable Development, Design Thinking, Creativity, and Social media. He has won several awards and recognitions, including the Secundus Award 2020 for Best Young Research in Management and Quality Sciences at Wroclaw University of Science and Technology; INTERSTUDENT 2021 – Best International Doctoral Student in Poland (in 2020). He holds five academic degrees: a Ph.D. (with distinction award) in Management and Quality Sciences, a Master's in Renewable Energy Technology, a Master's in international business, a Bachelor's in Mechanical Engineering (with honors) and a Bachelor's in Computer Application. He is particularly interested in multi-disciplinary and inter-disciplinary research, involving topics such as: Sustainable development, circular economy, Diffusion of innovation, social media communications, energy markets and policies, business marketing, and consumer awareness & engagements. His research has been published in prestigious journals like: Energy Policy (JCR I.F. 5.693), Telematics and Informatics (JCR I.F. 4.454) and Energies (JCR I.F. 2.822). Currently some of his manuscripts under revision and review in highly respected journals like: Journal of Cleaner Production (JCR I.F. 7.491), Journal of Business Research (JCR I.F. 5.484), and Social Science and Medicine (JCR I.F. 4.241). He has a strong international research network with top researchers from across Europe, UK, Asia and the Americas. Currently he is a part of 2 European Union projects and is involved in several ongoing research projects under the National Science Centre of Poland. He advises universities / colleges on

internationalization, research & development, modernization of curriculum, and optimization of teaching-learning-outcomes. As a business and research consultant, he is currently involved in three large scale projects with a combine estimated value of 25 million Euros.