

DEPARTMENT OF PUBLIC POLICY & GOVERNANCE (DPPG)

B.K. SCHOOL OF PROFESSIONAL & MANAGEMENT STUDIES,
GUJARAT UNIVERSITY



INTERNATIONAL MANAGEMENT CONCLAVE SERIES

INTERNATIONAL MARKETING CONCLAVE MAY 30, 2021

On

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

About DPPG

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. 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.

Events At DPPG

Department of Public Policy and Governance conducts various webinars which brings great knowledge to the students and provide platform for real time conversations with speakers. DPPG also organizes International Conferences that provides significant insights to the participants regarding the trends in the Global Economy. The Clubs under the umbrella of DPPG also conducts various events that include webinars, quiz, fun games, charity work, events related to dancing , singing , acting etc which gives opportunity to showcase the talents of students. Renowned speakers and trainers are invited by the clubs to make their event extraordinary. The events under various clubs impart multiple opportunities to make connections within the students.

International Management Conclave Series

International Management Conclave series aims at creating a platform that will enlighten everyone regarding the changes in the current world in COVID times. This conclave brings together numerous academicians , scholars, industry leaders and students to have in-depth knowledge regarding various Management aspects that will help to sustain in the today's world. The speakers will share their invaluable knowledge that will cultivate sustainability towards the changing trends in economy.

International Marketing Conclave

Department of Public Policy and Governance(DPPG), B.K. School of Professional and Management Studies invites you to the International Management Conclave, 2021 on the theme "Marketing in The New Normal : Pains and Pleasures of Digital Transformation". The conclave is organized to discuss how the pandemic has changed the approaches to marketing as well as the problems faced because of this new normality. The event has a healthy mix of Marketing professionals from a number of organizations across the globe and a number of students as well as aspiring Marketing professionals who are keen to hear from the profound personalities of the Marketing industry.

Registration Link: <https://forms.gle/NSKVHHVhKSyWy29z6> **(No registration fees)**

- E Certificates would be provided to all registered attendees.

Deadline :
29th May, 2021
11:59 PM

SUB THEMES

- Consumer Behaviour and Marketing Research in Digital Context
- Advertising - The New Trends
- Changing Distribution Channels in New Global Economy
- Big Data : Road-Map for Successful Digital Marketing
- Marketing Analytics in New Era
- E-commerce Services and Challenges
- Retail Marketing in Pandemic

SPEAKERS



Dr. Anand Kumar Jaiswal

Professor,
Indian Institute of Management(IIMA),
India



Dr. Varsha Jain

Professor,
MICA, Ahmedabad,
India



Mr. Sanjay Chakraborty

Founder &
Chief Marketing Advisor,
ESSKSEE Consultancy,
Ahmedabad,
India



Mr. Dato ' Sri Andy

Founder & MD,
Everest Group Of Companies,
Shah Alam, Selangor,
Malaysia



Dr. Sameer Rohadia

IT Trainer &
Data Analyst (Freelancer),
Hannover,
Germany



Dr. Sapna Parashar

Associate Professor,
Nirma University,
Ahmedabad,
India



Dr. Yash Chawla

Founder - Socieowelt and
Assistant Professor,
Wroclaw University of Science &
Technology, Wroclaw,
Poland



Dr. Nilam Panchal

Convener & Head DPPG
BKSPMS, GU
Chairman ISTD, Ahmedabad.