
2nd National Seminar on Emerging Paradigms in Marketing : Trends, Challenges and Opportunities 10th July, 2021 (Saturday)



About the Seminar

Marketing over the years has become dynamic and complex and is constantly evolving. It can be hard to keep up with ongoing changes. The most successful marketers have one thing in common that they find a way to gain an edge over their competitors. Marketers who can analyze the trends and prepare for the future have the best chances of setting their companies up for success. In this new age of customer experience, a combination of data and creativity is going to set the leaders apart from the laggards. Marketers are giving greater focus on personalization like immersive social media experiences. All types of business in a variety of industries are also leveraging content marketing like publishing blogs, investing in resources to produce unique content, and paying for content-related ads.

Contact Us: Dr. Anju Bharti (Coordinator) – 9818383012

Dr. Anoop Kumar Gupta (Coordinator) – 9868997448



MEET OUR DIGNITARIES



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There has been a paradigm shift in the ways and means of advertising which is an important marketing stream. Emerging trend in advertising involves promoting a product by using a social networking platform or high traffic attractors.

The seminar would be a platform for facilitating academic interactions, dialogue and deliberations on various emerging issues in marketing and expected to be a confluence of marketing minds, where there will be active sharing of best practices of contemporary marketing in this era.

About the Speakers

1. **Mr. Rishi Mohan Bhatnagar**, President of Aeris India
2. **Mr. Rahul Khandelwal**, Associate Vice President, Organised Trade at Godrej Consumer Products Limited
3. **Mr. Ajay Jangid**, State Head, Axis Bank, Rajasthan
4. **Mr. Peeyush Mangal**, Director, OYO
5. **Mr. Amit Kaul**, Founder & CEO, DMystifi
6. **Ms. Neharika Pinto**, Brand Lead at Gradeup, MICA

About the MAIT

Maharaja Agrasen Institute of Technology was established in 1999 by Maharaja Agrasen Technical Education Society promoted by a group of well known Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology and Management. Since then, MAIT has grown from strength to strength to emerge as one of the top technical institutes among the private Institutes and has been constantly ranked amongst the top engineering Institutes by DATAQUEST.

To build lasting relations with Industry, MAIT joins hands with industry in fulfilling the social responsibility of imparting industry relevant technical education and training. Its Alumni have also distinguished themselves through their achievements in industry, academics, research, business, government and social domains. The institute continues to work closely with the Alumni to enhance its activities through interactions in academic and research programme.

About the Department (MBA)

The Department of Management was established in the year 2004 under GGSIP University with an intake of 60 students. The intake was subsequently increased to 120 in 2011 and 180 students in 2012. The department is committed to achieve excellence in management education & research and assesses the success of its programme using the highest standards of quality. A group of well qualified, experienced and highly motivated faculty is engaged in providing quality education to the future managers and prepare the students in wider field of management to take up challenging jobs in the area of Finance, Marketing, HRM, International Business, Information technology etc.

The Department works with a Mission "To develop the higher academic learning known for its total commitment to excellence in management education and research with a holistic concern for quality of life, environment, society & ethics".



Department of Management (MBA)

PRESENTS

2nd National Seminar

Emerging Paradigms in Marketing : Trends, Challenges and Opportunities

Industry Partners



10th July, 2021 (Saturday)

Convener

Dr. Amit Gupta, HOD (MBA)

Coordinators

Dr. Anju Bharti 9818383012

Dr. Anoop Kumar Gupta 9868997448

maitmbamdpc@mait.ac.in

Objective of Seminar

- To provide a platform for the industry, marketing practitioners and academia to share their knowledge and experiences of marketing in this digital era.
- To discuss the various emerging issues in marketing
- To provide research areas in emerging streams of marketing.

Who can participate?

Marketing Professionals, Academicians, Research Scholars and Entrepreneurs from Industry

Repository of Eminence at MAIT

1. Prof. (Dr.) Balbir Singh Sihag, MIT, USA
2. Dr. R K Mittal, Vice Chancellor, Chaudhary Bansilal University, Haryana
3. Dr. Rajbir Singh Hooda, Professor, Head and Additional Dean, SGT University, Gurugram
4. Prof. (Dr.) Sanjeev Mittal, USMS, GGSIP University, Delhi
5. Dr. Parmod Kumar, Vice President, Tech Mahindra, Delhi
6. Mr. Ashok Bhardwaj, IIT, IIM (Alumunus)
7. Dr. Sunita Arora, Associate Professor, Govt. College for Girls, Gurugram
8. Dr. H.K. Dangi, Associate Professor, University of Delhi
9. Mr. Dinesh Chopra, MD, DR Enterprise
10. Mr. Furqan Warsi, E&Y, Delhi
11. Mr. Ankit Jham, Associate Director, KPMG
12. Mr. Tarun Sharma, AON CoCubes

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Registration

For Registration, please fill the enclosed Registration Form along with Registration Fee.

Faculty from Institute/Representative : Rs.500/-
from industry/Professionals

Research Scholars/Students : Rs.200/-

Payment to be made in favour of

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Maharaja Agrasen Institute of Technology

Department of Management (MBA)

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Emerging Paradigms in Marketing: Trends, Challenges and Opportunities
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Schedule of Seminar

Online Platform

Sl. No.	Program	Speaker/Guests	Time
1.	Inaugural Session		10:30am-12:10pm
	Introduction to Seminar Theme	Dr. Anju Bharti & Dr. Anoop Kumar Gupta	10:30am-10:35am
	Address by Director MAIT, Prof. (Dr.) Neelam Sharma		10:35am-10:40am
	Address by Guest of Honour, Mr. Rishi Mohan Bhatnagar, President of Aeris India		10:40am-11:20am
	Address by Guest of Honour, Mr. Rahul Khandelwal, Associate Vice President, Organised Trade at Godrej Consumer Products Limited		11:20am-11:50am
	Address by Founder Chairman, Dr. Nand Kishore Garg		11:50am-12:00pm
	Vote of Thanks	Dr. Amit Gupta, HOD, MBA, MAIT	12:00pm-12:10pm
Short Break (12:10pm-12:30pm)			
2.	Technical Session I		12:30pm-1:30pm
	Session Chair – Dr. Anju Bharti, MBA, MAIT Session Co-chair – Dr. Neeru Gupta & Dr. Ritu Gupta, MBA, MAIT		
	Speaker I	Mr. Ajay Jangid, State Head, Axis Bank, Rajasthan	12:30pm-1:00pm
	Speaker II	Mr. Peeyush Mangal, Director, OYO	1:00pm-1:30pm
Lunch Break (1:30pm-2:30pm)			
3.	Technical Session II		2:30pm-3:30pm
	Session Chair – Dr. Anoop Kumar Gupta, MBA, MAIT Session Co-chair – Dr. Sanjeev Kumar & Mr. Vivek Kuchhal, MBA, MAIT		
	Speaker I	Mr. Amit Kaul, Founder & CEO, DMystifi	2:30pm- 3:00pm
	Speaker II	Ms. Neharika Pinto, Brand Lead at Gradeup, MICA	3:00pm-3:30pm



Maharaja Agrasen Institute of Technology

(Approved by AICTE and Affiliated to GGSIP University)

Sector-22, Rohini, Delhi - 110086

NOTICE

Dated: 07.07.2021

Department of Management (MBA), MAIT is organizing 2nd National Seminar on Emerging paradigms in Marketing: Trends, Challenges and Opportunities. The details for the same are given below:

Date : 10th July, 2021

Time : 10:30 AM to 03:30 PM

Platform : MS Teams (Online Mode)

Registration Link: <https://forms.gle/K2DN8WTWr88ixYKL7>

Joining Link: <https://teams.microsoft.com/l/meetup-join/19%3a0395c3110125440ab567dbc8e3e7bf9d%40thread.tacv2/1625651386288?context=%7b%22Tid%22%3a%221b4eaaad-b887-48cf-8407e99420eda2fb%22%2c%22Oid%22%3a%226b0d3c65-cd51-4a48-aeaf-392224df5160%22%7d>

All the interested faculty members, staff and students are requested to register themselves at the earliest.

Prof. (Dr.) Neelam Sharma
Director

MAIT Website

CC to:

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2. Chairman
3. Executive Chairman
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5. Chief Executive
6. Vice Chairman
7. Secretary
8. Director (MAIMS)
9. Dean Academics
10. All HoD's
11. All Faculty members of MAIT and MAIMS