

National Marketing Conference-Contemporary Practices in Modern Marketing: A Roadmap for 2020

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Fortune Institute of International Business (FIIB), New Delhi organized the **National Marketing Conference** on **9th September 2017**. The Conference titled as '**Contemporary Practices in Modern Marketing: A Roadmap for 2020**' was to highlight the

emergent role of social media and its impact on marketing strategies aimed to bring a roadmap for the future. Today, these challenges of social media and aligning strategies with the trend, are propelling academics and practitioners to develop best practices to make the world of marketing a better place.



Inaugural Session

The conference began with the lighting of the lamp by **Dr. Anil Kumar Sinha**, Director, Fortune Institute of International Business, **Mr. Sumit Sehgal**, CMO, Comio. New Delhi, and **Mr. Abhay Gupta**, CEO Luxury Connect in the presence of an august gathering.

Dr. Anil Kumar Sinha, in his welcome address, spoke about the upcoming marketing trends and pacing new strategies to meet challenges. The Conference theme was explained by **Dr. Nimit Gupta**, Conference Chair. Dr. Gupta talked about how marketing environment is becoming ambidextrous and how modern practices are changing the whole dynamics of the marketing domain. This was followed by the inaugural address given by **Mr. Sumit Sehgal**, CMO, Comio. Mr. Sehgal expressed his views on traditional versus modern marketing and he emphasized on the emergent role of social media and its impact on marketing strategies. He gave valuable insights on core business practices wherein customers take center stage and customer relationship forms the backbone of any successful business. **Mr. Abhay Gupta**, CEO Luxury Connect delivered the keynote address. Mr. Gupta explained that in this VUCA (volatility, uncertainty, complexity and ambiguity of general conditions and situations) world where everything changes within a blink, the role of customer relation and customer experience forms the foundation of successful business, especially in the case of luxury brands. He highlighted that four things namely, unique customer experience, exclusivity, engagement and emotional connectivity forms four pillars of sustainable and profitable business practices.

The inaugural session came to an end with a vote of thanks to all the speakers, guests, participants, sponsors, partners and the media by **Dr. Sudhir Rana**, Conference Convener.

Panel Discussion: Constructing Marketing Roadmap for 2020

Conference recommenced with the panel discussion with leaders from some of the world's most reputed companies on the challenges they face and solutions they propose in garnering sales/customer satisfaction support for implementing marketing practices throughout their organization was also held. The experts were **Mr. Rakesh Sehgal**- CMO, Paytunes, **Mr. Pawandeep Singh**, Head Marketing, Culinary Communications, **Ms. Stuti Srivastava**, Head Marketing – Sify, **Dr. Asif Rashidi**- Head Consultant General Motors and CEO Papa Jones Pizza Chain, and **Ms. Sumedha Chatterjee**, Head Marketing – BMJ. The panel discussion was chaired by **Dr. Nimit Gupta**. As the moderator, he lead the panelists to explain their viewpoints on traditional versus modern marketing with reference to their concerned industries. He invited their views on these two concepts. Dr. Asif Rashidi emphasized that with the advent of new social age, marketing has taken reform as well. He explained his concept through product and promotion in three Medias like paid, owned and earned media. Ms. Stuti gave valuable feedback based on her experience. She said understanding customer perceptions have changed for today's marketer. She highlighted on the shift from Above the Line (ATL) to Below the Line (BTL) in B2B business. Ms. Sumedha explained that modern marketing has its advantages beyond metrics. Anticipating future and designing services is provided by the modern marketing platform which is more of data-driven. Mr. Pawandeep provided some interesting viewpoints like how marketing has changed from being a subset of sales. Customer centricity has become a very important concept. He pointed out that two things have become much more important namely customer engagement and experiential marketing.

Panel members were posed with questions regarding privacy acts and its impact on modern marketing strategies. Ms. Sumedha gave reference to consent-based marketing. She said if privacy acts become more stringent then all marketing strategies will have to be recalibrated. One question was about the role of digital marketing and ATL. A panelist responded by saying that ATL works well for masses rather than B2B sales. Dr. Nimit closed the panel discussion by observing that marketing itself is in the transformation phase and this discussion had helped to figure out how things are changing with reference to different industries.

Technical Session I & 2

Technical sessions were attended by 33 participants in all. The participants presented their outcomes and recommendations to **Prof. (Dr.) Vikas Nath**, Director, BVIMR, Delhi, **Prof. (Dr.) S.K. Chadha**, Ex-Chairman, University Business School, Chandigarh, **Prof. (Dr.) Anupam Narula**, FORE School of Management, New Delhi and **Dr. Bikramjeet Rishi**, Associate Professor, IMT Ghaziabad who had a chance to comment on and recommend valuable insights which can help participants to fine-tune their research work.

The technical sessions were broadly categorized into two themes – 1. Consumer Behavior and Contemporary marketing practices and 2. Modern marketing strategies for 2020 which included presentations on various research topics, both conceptual as well as empirical research based papers.

Mr. Siddharth Batra from IIM Lucknow presented on '*Reverse Innovation a Strategy to be the Market Leader in the 21st Century*' where he discussed the four phases of evolution of reverse innovation. **Mr. Vinay Kumar Yadav** from IIM Ahmedabad showcased his research work before the panelists on '*Strategic Information System as an Antecedent for Small Business Marketing Performance*'. **Ms. Priya Saini** from Doon University, Dehradun then presented her research paper on '*Measuring the Impact of Promotion and Place Strategy on SMEs*'. A research paper titled, '*Impact of Demonetization on Digital Payment-Perception versus Reality*' was presented by **Mr. Akshat Garg**, Amity University. **Dr. Kavita Singh**, SRM University presented on '*Green Marketing Strategic Thinking towards Environment Protection*'. **Dr. Alam Joseph** from Department of Management Studies Hyderabad laid down his views on how "*Consumers are becoming more demanding and retailers are continuing to place more focus on the consumer shopping experience*". **Ms. Shweta Saini**, BPS Women University Sonapat presented a paper on '*Targeting the Switchable Customer using Marketing analytics*'. **Ms. Nikita** from MM University Ambala presented a paper on '*Impact of Retail Store Attributes on Consumer Behaviour Facilitating Promotion of Green Apparel*'. The importance of language and understanding of the various cultures around the globe was well lighted in there presented by **Ms. Nishu Marwah** and **Mr. Anuj** from BVIMR Delhi. **Dr. Minal Uprety** from Prestige Institute of Management and Research-Indore presented her work on '*From Clicks to Leads, the Digital Transition: A Case of ALP Infotech*'. **Prof. Jyoti Kukreja** from JIMS Delhi presented on '*A Study of Digital Citizenship-An era of women Shopping*'. The session came finally to an end

with the presentation of **Ms. Preetika Agarwal**, Fortune Institute of International Business, New Delhi who presented a paper on '*Changing Paradigms of Marketing Strategy*'. The technical sessions ended with presenting gifts as a token of appreciation to the honorable session chairs by **Dr. Sudhir Rana**, **Dr. Nimit Gupta**, and **Mr. Arpan Anand** from Fortune Institute of International Business.

The conference ended with the valedictory session in which **Dr. Anil Kumar Sinha**, Director Fortune Institute of International Business shared the conference outcomes with the audience followed by a valedictory address by **Shri A.P. Mittal**, Member Secretary AICTE in which he shared his views on how management and technical educational institutes are playing a vital role in advancement of the society and making people prepared for the future uncertainties and vicissitudes. **Mr. Arpan Anand** wrapped up the proceedings with a vote of thanks on behalf of the host institution to all speakers and guests,

students, experts for gracing their important work and sharing the findings and opinions at the conference. He concluded his talk by promising on behalf of the host institution to organize many more proceedings related to the field in the coming years.

Concluding Remarks

'Contemporary practices in modern marketing', the theme of the conference highlighted the changing paradigms of marketing concepts and how the two practices, traditional and modern can be blended together for making better marketing strategies. Role of customer relation and customer experience forms the foundation of successful business, especially in case of the luxury brands. Four things namely unique customer experience, exclusivity, engagement and emotional connectivity forms four pillars of sustainable and profitable business practices and to touch on these aspects, will require better mingling of contemporary and modern practices.

Author Profile



Prof. Arpan Anand is presently Assistant Professor at Fortune Institute of International Business. After his three years stint with a leading bank in India, he moved to academics. He has in-depth management knowledge which is imperative for mentoring and teaching excellence. Since the very beginning of his academic career, He started to add zest to his research profile by publishing into ABDC listed journals. He possesses over 6 years of work experience to his credit. He can be reached at arpan.anand@fiib.edu.in.



Ms. Madhumita Mandal is currently pursuing her PGDM from Fortune Institute of International Business, New Delhi. She has done Bachelor's in dental surgery. She has done PGDHM from Pune University. She has work experience as a lecturer in MA Rangoonwala Dental College & Research Centre, Pune. She has previous associations with R K Mission TB Clinic & Medical Centre, New Delhi and Fortis Hospital to name a few. Her areas of academic and research includes research in healthcare management. She can be reached at drmadhumitamandal@gmail.com.

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