

MAIMS Marketing Summit (Tuesday, 17th February, 2015)

With the growth of social media and fast technological changes, traditional marketing is losing its sheen and is undergoing paradigm shift. Lok Sabha elections 2014 & Delhi Elections 2015 centred on using innovative ways of marketing to reach out to voters.

With this background in mind, a marketing summit on "Contemporary Issues in Marketing: An Opportunity for Indian Inc." was organised by Maharaja Agrasen Institute of Management Studies on 17/2/2015 under the aegis of PHD Chamber of Commerce and Industry and Delhi Management Association.

Dr. Jatinder Singh, Sr. Secretary, PHD Chamber of Commerce was the chief guest and Professor Sanjiv Mittal, Dean, USMS, GGSIP University was special guest of honour. Program was presided over by Sri. Prem Sagar Goel, Chief Patron, MATES. Dr. C S Sharma, Director, MAIMS welcomed the dignitaries, participants and students and emphasized the need for developing new ways of marketing for success. Dr. Nand Kishore Garg, Chairman, MATES inaugurated the program and cautioned that while companies are resorting to innovative marketing strategies to lure the customers, they need to stay cautious as overspending leads to waste, inflation and corruption.

First technical session on "Green Marketing" was conducted by Mr. Viswajeet V. Jaturi, National Manager, Business Development, Toshiba India followed by Prof. Nawal Kishore of IGNOU, Mr. R. Sreenivasan-co founder, Career Launcher, Mr. Ritesh Mathur, AGM, Signature Global. All the speakers covered extensively the burning need for continuous adoption of green marketing & its long term advantages.

Second marketing session was covered by Mr. Dhruv Kashyap, Director, MART Academy, Mr. Ashok Gupta, MD, Apollo Tubes & Dr. N H Mullick, Associate Professor,



Jamia Hamdard. The speakers highlighted the contribution of stealth marketing to organisational growth and cautioned against pitfalls while using it.

Third technical session was on the popular theme of social media marketing. It was handled by Mr. Bhaskar Dasgupta, GM, HCL Technologies, Mr. Sachin Kumar, Founder, India Digital Marketing, Dr. Bikramjit Rishi,

Associate Professor, IMT-Ghaziabad, Dr. H S Shyam, HOD, SBS, Sharda University, Mr. Kshitij Malhotra, Sr. Manager, Allianz Global Assistance, and Mr. Anil Singh, CMO, Trident. The speakers told about the contribution of social media for formulating marketing strategies to enhance the effectiveness of marketing campaigns.

At the end Dr. Lokesh Jindal, Summit Convener, MAIMS and his team extended heartiest thanks to all the dignitaries & participants. It was indeed an enriching experience for all the participants.

