

# Who should attend ?

**Students** pursuing under-graduation and post graduation with special interest in marketing are primary audience for the conclave. For students it is an opportunity to learn the essential aspects of consumer behaviour in the digital age. They would be exposed to future emerging scenarios with respects to shift in consumer behaviour in terms of digital content usage, information access for commercial or other needs. Through the conclave, students can exhibit their creative self, participate in quiz, case study and business contests and express their innovative ideas on a platform shared by industry stalwarts.

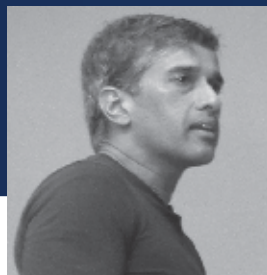
**Industry experts** have an opportunity at the Conclave to share

the latest developments happening in the Digital Marketing ecosystem. Fresh and unbiased thoughts from young minds would also give them an opportunity to get ideas which could work as disruptive innovations in the ever-evolving digital marketing space. Conclave is also an opportunity to network with some established players from the industry and share their own success stories.

**Academicians** readily recognize that e-commerce is an area that deserves its space in academics, currently being described as the sunrise sector. The conclave provides great insights into the theoretical aspects of the otherwise practical domain of e-commerce.



## Flashback 2016



**Mr. C. Gollapali**  
Chief Business Officer,  
Holidays, Yatra.com



**Prof. Abraham Koshy**  
IIM Ahmedabad, Chairman  
of The Federal Bank Limited



**Mr. Maheshwar Peri**  
Founder & Chairman,  
CAREERS 360



**Mr. Sandip Das**  
Former MD,  
Reliance Jio Infocomm

## KIIT School of Management (KSOM)

KIIT School of Management (KSOM) is a constituent unit of the KIIT University, established under section 3 of the UGC Act, 1956. This is the 25th year of its existence. "KSOM's MBA program is approved by UGC and AICTE. It has been rated in "A" grade by NAAC and has been ranked as the 22nd best Management School of India by NIRF, MHRD, Govt. of India. In several prestigious rankings such as Outlook, Careers360, Open-C Fore, MBA Universe, KSOM has been consistently ranked among the top B-Schools in India and as one of the finest in Eastern India. The school is a SAP University Alliances partner and also has tie-up with Dassault Systemes, a worldleader in Product Lifecycle Management solutions.

## KIIT University, Bhubaneswar

From a modest beginning in 1997, Kalinga Institute of Industrial Technology (KIIT) has evolved into a multi-disciplinary University, respected worldwide for its culture of educational excellence. The excellent academic ambience, quality faculty, adherence to strict academic rigor and plethora of other academic activities led to grant of university status under Section 3 of UGC Act 1956 to the institute by the Ministry of HRD, Govt. of India in the year 2004, within just six years of its inception. In 2014, MHRD conferred Category 'A' status and NBA accredited it in Tier 1 (Washington Accord) for engineering, placing KIIT among the most elite universities of the country. It is also accredited in 'A' Grade by NAAC.

KIIT University's cosmopolitan campus is proud to have more than 27,000 students from all corners of India and around 45 countries. It sprawls over 25 sq. km. area with 12 million sq. ft. of built up area. There are 19 constituent schools, contiguously located in impeccably landscaped and modern-technology-enabled campuses, offering graduate, post-graduate, doctoral and post-doctoral programmes in a wide range of disciplines.

## KIIT School of Management

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### Conclave Convener

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### Conclave Executive

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# KIIT School of Management Presents 8<sup>th</sup> National Marketing Conclave Consumer in Digital Age

October 14, 2017 | KSOM Bhubaneswar



/ksombbsr



# Overview

## About the Conclave

The Marketing Conclave is an annual convention, organised by KIIT School of Management (KSOM), and attended by industry leaders from the marketing world as well as academicians from prestigious institutes.

## Consumer in Digital Age

The dawn of digital age has made consumers more aware and smarter than ever before. Ease of accessing information in the digital world by the consumers has resulted in dramatic shift of firm's marketing strategies - from traditional mould to digital space. Today, the consumer power is at its best challenging the sharpest marketing minds. Companies are striving to understand consumer trends and adopting multi communication channels to engage with them. With ever increasing options available, consumer behaviour and preferences are in a state of flux.

Digital revolution in India started in India from regions that had deep internet penetration, urban population and millennials. The digital opportunity in India is growing at phenomenal rate. By 2020, India's digital space would be touching the lives of 850 million Indians across all consumer segments with a strong rural presence according to a consumer insight study. If smart phone and internet usage statistics are to be believed, India is fast becoming a digital-first nation where the adoption levels towards new trends are much higher. Consumer attention these days is rapidly shifting and new, lucrative routes towards using digital platforms are building up. In times like these where opportunities for digital success are in abundance, the need to constantly evolve or provide value has become vital for organisations.

By making greater use of social analytics, brands are able to drill down and gain valuable insights. Organisations that are looking for a viable parameter can use social analytics to identify patterns in customer sentiment. This enables them to gauge their marketing effectiveness. There's no shortage of recommendations or products on the market to help us measure social analytics but what we will really need is collaboration between apps, networks and platforms. The need to leverage data to drive business value in the form of footfalls, website clicks, and eventual sales has become extremely vital and social media platforms realise this, and are putting in increasing efforts to help businesses see value for every penny spent, moving beyond outreach and focusing more on ROI.

Personalised content production has soared moving away from stock footage and the repeated usage of the same imagery. In future brands will create personalised content that tells their story uniquely, each time in the digital space. Real imagery results in twice the amount of engagement and evangelism for brands, while fresh imagery engages the same audiences six times more. Marketers are slowly gaining insights on this and are acquiring partnerships with personalised visual content production agencies with an omni-channel attitude and a digital-first strategy.

Gone are those days when agencies worked towards building all the talent in-house to cater to client needs or clients worked with multiple agencies to drive the same business purpose. Clients want a one-stop shop that can understand the overall business and connect them with the right solutions, irrespective of whether it is in-house or through experts brought in. Moving forward, the need to embed a client's ethos as an agency and recruiting additional experts to do the job right is the way things will move and provide for the greater good. Businesses understand the need to build on digital marketing teams in-house but understand the challenges of not being able to provide guidance, education and constantly allowing a resource to evolve through the latest happenings in the industry. While they aren't replacing agencies, they become the custodians of the brand and the agency, being able to seamlessly tie-in requirements with solutions, coping with the fast paced demands of the digital world. Hence, like public relations, human resource management, digital outsourcing is seeing a growing demand.



## Consumer in Digital Age

The conclave will have a formal inauguration followed by discussions in two subsequent tracks. Interactive student workshops would be conducted in the second half of the day. Undergraduate and Post Graduate student contests shall be run before the conclaves, winners of which shall be felicitated on the day of Conclave



**Consumer Power  
in digital age**



**Digital capabilities  
of firms**

## Programme Details

9:00 AM-10.00 AM

Registration of delegates

SESSION I (10.00AM-10.15 AM)

Inauguration of Conclave by Founder, KIIT & KISS with all distinguished guests, speakers and dignitaries

Track I: (10:15 AM – 11:45 AM)

Topic: Consumer Power in Digital Age

TEA BREAK (11:45AM- 12:00 PM)

Track II (12:00 PM – 1:30 PM)

Topic: Digital Capabilities of Firms

LUNCH BREAK (1:30 PM - 2:30 PM)

Workshops (2:30 PM – 4:00 PM)

Parallel Interactive workshops on sub-themes

SIT-DOWN TEA with students (4:00 PM - 5.00 PM )

7:30 PM onwards

CONCLAVE DINNER

