

# 11<sup>th</sup> National Marketing Konclave

**Theme:** Marketing@NewNormal

 31<sup>st</sup> October' 2020

 [markcon.ksom.ac.in](http://markcon.ksom.ac.in)





## About Marketing Konclave

Konclaves serve as great platforms for knowledge sharing and co-creation between academia and industry. Each year KIIT School of Management conducts different Konclaves i.e. National HRKonclave, National Marketing Konclave and National Finance Konclave where leaders from different areas deliver keynote speeches, participate in different panel discussions and conduct area specific workshops. These have proved to be a fountainhead of ideas with superb participation from the industry, academia, and students.

## Marketing@NewNormal

"Markets always change faster than marketing." Today, more than ever, markets change and develop rapidly. Philip Kotler reminds us that marketers strive to keep up with the pace, as dictated by the markets.

COVID-19 global pandemic has upheaved life of the populace. Marketing is at the face when it comes to uncertainty across all business organisations. Consumer buying behaviour and consumption have made radical changes in a very short span of time, and many marketers predicts that at least some of those behaviours will stick around. It's important that we recognise the changed marketing landscape and redefine marketing strategies considering the new normal. Today consumers are re-evaluating existing brand relationships. Some of the new habits will become the new normal even after the crisis passes. It is time for brands to focus on instilling confidence in customers. In order to be relevant it is necessary that communication in all channels are authentic, credible and positive. Being empathetic and prioritizing customer experience may help brand stand out. Marketer need to be agile in crafting solutions to relaunching their brands. Marketing is a blend of art and science. Now it is critical to ensure right marketing analysis through a disciplined approach combining marketing intelligence and marketing research. The trust-building process goes hand in hand with both customer

acquisition and retention. Marketing, advertising and public relation have traditionally been tasked with trust-building and improving the customer experience. However, today's customers no longer solely depend on those mass-communications to get information and form opinions about a brand. Companies must dig deeper and examine every interaction. Positive customer experiences through trust-building can strengthen both customer relationships and retention. Now that we are living in a multichannel digital age, companies are discovering that consumers are more in control of how they want to communicate with different brand. Consumers have now added a new attribute to all categories- hygiene safety. For any business that has a physical interaction with the consumer, hygiene has assumed a new meaning and moved up in the attribute hierarchy. Some business may not be able to return to the way things were, and we don't know what the future holds. Marketer need to explore new horizons. Now is the time to adopt smarter marketing strategies that will allow marketer to do more with less!

### Sub Theme for Panel Discussion 1:

**How the Marketer can create Value for Consumers, Firms, and Society in the New Normal?**

How can marketing create value for consumers, firms, and society? What are the major societal trends that shape contemporary marketing? How and why has marketing become so influential that consumption now defines our entire culture? How can marketing practices contribute to shape society in a more positive way?

### Sub Theme for Panel Discussion 2:

**Will there be a change of equation between the Marketing Spend and Revenue Forecast?**

Business organisations always confronted with few resource allocation decisions (i) should a business organisation decide marketing spend based on revenue forecast? (ii) Should a business organisation forecast revenue based on marketing spend? (iii) Should a business organisation decide marketing spend and revenue independently?

## Workshop Theme 1:

### Evaluating Opportunities in the Changing Market Environment

Successful marketers are always have a "can do" attitude towards uncontrollable market environment. They believe that organisations can scan right opportunities well and build their competence around those. Marketers must also be trend trackers and opportunity seekers.

## Workshop Theme 2:

### Build Trust through Marketing Communications

Building trust among customers is a significant goal for companies today, and so is avoiding any factor that could erode it. Trust has always been an important driver of the relationship between a company and its key stakeholders: customers, employees, investors, business partners, and others. But, earning and preserving this trust has become a delicate effort.

## Workshop Theme 3:

### Realign Salesforce

The efficient operation of a salesforce is a critical element in the profitability of all business organisations. With the changing marketplace scenario marketers need to formulate new strategies to realign their salesforce's size, allocation and productivity.

## Workshop Theme 4:

### Consumer Behaviour and Technology

Technology has taken giant strides in the few months and consumers have also kept pace with it. The attributes that were once given importance are no longer on the list and they have been replaced by others which were not even present a few months back. With the adoption of newer technology marketer must assist consumer in their purchase, which when will be fruitful, shall lead to satisfaction and a repeat purchase.

## Workshop Theme 5:

### Customer Based Marketing Strategies

Customer segmentation based on customer value allows marketer to be able to give full play to their own advantages, mining target customers effectively, providing valuable and specialized characteristic product and service in terms of customers' demands. Marketer with their flexible mechanisms and their ability to react quickly to changes is the call the hour.

## Workshop Theme 6:

### Reinventing Retail

Retail Marketer need to reinvent their business process in the face of change in global marketplace. Consumer Attitudes, Behavior and Consumption (ABC) is going to be different definitely in future. Variables, such as convenience, variety, best price, experience and many other new factors are going to play major role in the success of retail business.

## Workshop Theme 7:

### Consumers Relationships with Virtual Influencers

All though virtual influencer marketing is a relatively new strategy, with the change in marketplace scenario it could be a viable solution for marketers who are willing to think outside the box while building relationships with their target market over the Internet with their outstanding work and presence.

## Workshop Theme 8:

### Consumers Embrace Experiential Marketing

Considering the nature of extraordinary experiences, marketer need to understand how consumers experience the mundane aspects of their everyday lives through consumption. Marketer need to address the call for the development of experiential marketing strategies that address the everyday and structural dimensions of consumption behaviour in light of post-pandemic consumer culture.

# Who should attend?



**11<sup>th</sup> National Marketing Konclave 2020**

Students having an inclination towards marketing must look forward to be a part of the conclave and benefit from the discussions and interaction with the Industry experts. It is also an opportunity to test their marketing acumen by participating in the business contests.

Industry Experts shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Indian marketing. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian marketing scenario.

Academicians can utilise the conclave to share their thoughts on the future of Indian marketing world with participants from industry as well as with students.

## Speakers at Previous Marketing Konclaves



**Ms. Banoja Acharya**  
Sr. VP, Nielsen



**Mr. Lalatendu Panda**  
Sr. VP and CMO - Value Format,  
Reliance Retail



**Mr. Rahul Sarangi**  
Global Head, Content and  
Business, TVF



**Mr. Damandeep Singh**  
CMO - WeCash

For details on Marketing Konclaves and Speakers,  
please visit: [markcon.ksom.ac.in](http://markcon.ksom.ac.in)

# Our other Corporate Interaction Platforms

As KiiT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

## Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

## KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses



The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

## Konfluence

The indigenous outbound programme at KSOM, which happens to be the last two days of the MBA induction programme which gives exposure to the students to work on some live assignments & interact with the people directly to get an idea of how the business works.

## MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.

**Kalinga Institute of Industrial Technology (KIIT)** Deemed to be University, is an Institution of Eminence (IoE) - a status accorded to top 20 Academic Institutions / Universities in the country out of 900+ Universities in India. KIIT is one of the most progressive Universities and the best in Eastern India, ranked 24th as per the prestigious NIRF rankings 2020. Recently KIIT has been honored with the ISAS badge by International Association of Universities (IAU), UK in recognition of our International approach in Teaching, Learning, Research & Development Strategies. We are the only Indian University to have received this coveted badge. Our campus is truly World Class.

**Kalinga Institute of Social Sciences (KISS)**, Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.

## Our Legacy



Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well-to-do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 25000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
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