



12th National Marketing Konclave



Theme: Human Face of
Marketing in the Data Driven Era



21st August 2021



markcon.ksom.ac.in





“A clear purpose is everything to an organization. It is an organization's soul and identity, providing both a platform to build upon and a mirror to reflect its existence in the world. It articulates why an organization exists, what problems it is here to solve, and who it wants to be to each human it touches through its work. While it's not the first time in history businesses are pondering why they exist and who they are to their customers.”

- Deloitte Consulting LLP, 2021, Global Marketing Trends.

Human Face of Marketing in the Data Driven Era

This present era is an era of bountiful data churned into information through analytics and whipped-out insight. Marketers need to soul-search whether these so-called marketing insights are befitting to the core value of marketing function as organizations are not exclusively created for its customer but with a broader purpose to serve mankind. As in most cases marketing research mines consumer data so the possibility of not looking at non-user data is very high. Invariably with this short-sightedness we lose the focus on human beings.

Further, marketers tend to forget the human side of the consumers in this touchless product and service delivery phase due to the pandemic control protocol. But marketers need to adopt this new reality and behave like a marketing-oriented organization full of human-like qualities. Business organizations must promote human-centric marketing approaches which treat consumers as real human beings, not a reference number or consumer ID.

The concept of human-centric marketing which gained momentum during the global pandemic and restriction on human contact is a natural outgrowth of customer-centric marketing and product-centric marketing with the evolution of marketing from sales since the decade 1980 onwards.

In human-centric marketing, marketers approach customers as complete human beings with minds, hearts, and spirits. In human-centric marketing, marketers fulfill not only customers' functional and emotional needs but also address their latent anxieties and desires. In this era of artificial intelligence and robotics, sometimes consumers are feared to lose their own identity. This deepest uncovered anxieties of consumers may be tapped well by adopting well-defined human-centric approaches touching their body, mind, and soul with well-articulated value propositions by human-to-human connection, not a machine to human artificial interaction.

Panel 1 Theme: Dynamics of Artificial Intelligence in Customer Relationship Management

These days, the most difficult task for businesses is maintaining data that satisfies client needs. There are ways to deal with such problems and transform them into opportunities, thanks to the advancement of cutting-edge technologies. Artificial Intelligence (AI) and Customer Relationship Management (CRM) integration are a perfect match in this case. More and more businesses are realizing the need of putting a strong emphasis on customer service. The days of a good product satisfying a customer are long gone. Customers nowadays want to feel loved and special. As a result, firms are working harder and becoming more customer-centric. However, they confront a difficult task in doing so effectively.

Hence, CRM technologies are evolving to become more intelligent, provide more accurate sales data and assist firms in making better sales decisions. AI technology is becoming a necessity in CRM systems as the volume of unstructured data and the complexity of customer relationships grows. AI has also been proven significantly effective by building trust, which gradually helps in the increase of sales along with proper and effective consumer acquisition and consumer retention, helping the business grow significantly.

Panel 2 Theme: Insulating Customers from Piracy of Private Data

If "data is the new oil," then it is accompanied by significant collateral "environmental impacts" – resistance from consumers, regulatory restrictions, an increasing exposure to breaches, fines, government snooping – and a demonstrable failure to meaningfully improve customer experiences. There's an entire hidden economy of data aggregators. But, where do they get their data from in the first place? The government, the places you shop, and everybody you do business with or register with online; every website you visit, especially the personality quizzes and surveys you take; the

apps on your phone; the Bluetooth and Wi-Fi connections your devices make as you move from place to place; even the email you send.

All of this personal and potentially sensitive data which is aggregated, sold, and resold daily in this hidden pirate economy. This can be extremely dangerous since information can be sensitive and can be used against customers. Just 10% of consumers believe they are in complete control over their personal data. 69% of consumers believe companies are vulnerable to cyberattacks. Customers are the centre of any business and their data should be protected. Nearly 70% of consumers look for honesty and transparency with their personal data when deciding which companies to trust. Clearly, companies have a large responsibility to not only protect their customers' data, but to share their strategies. Building trust and retaining customers depends on how well a company can secure customer data.

Therefore, it is essential to talk about ways how businesses apart from adhering the privacy laws of the country, are doing business that could come up with ways to insulate customers' private data from being pirated, acquire information which they need and protect any private data or information they have.

"Growing limits on the use of customer data cannot simply be circumvented through technical solutions. Any sustainable first-party data strategy must have the customer relationship at its core."

- McKinsey & Company
Marketing & Sales Insight
May 2021

Time	Session details
9.00AM - 10.00AM	Inaugural Session and Inaugural Address by Dr Achyuta Samanta, Hon'ble Founder, KIIT & KISS
10.00AM - 10.50AM	Keynote Session - Speech by Keynote Speaker
10.50AM - 11.00AM	Tea Break
11.00AM - 12.30PM	Panel Discussion 1 Topic: "Dynamics of Artificial Intelligence in Customer Relationship Management"
12.30PM - 2.00PM	Panel Discussion 2 Topic: "Insulating Customers from Piracy of Private Data"
2.00PM - 3.00PM	Lunch Break

Time	Workshop Themes
3.00 PM – 4.30 PM	Theme 1: In an e-commerce world, driven by consumer reviews, how much influence do marketers have?
	Theme 2: Creating successful digital-only brands: What is the secret sauce?
	Theme 3: Mass vs Individualized Marketing: What does a marketer need to learn?
	Theme 4: Influencer Marketing: The trickle and ripple effect
	Theme 5: Challenges faced by budding entrepreneurs in this new data-driven era
	Theme 6: Consumer Vulnerability in the digital era
	Theme 7: Data Mining and Market Research: How much is too much?
	Theme 8: Promoting inclusivity and diversity in society – Promoting new brand stories for Gen Z
	Theme 9: Balancing between instinctive and data-driven approach
	Theme 10: Ethical and Moral dilemma in the ways of acquiring data
	Theme 11: Digital Marketing in the post-pandemic Era
	Theme 12: Aligning offerings with changing consumer behaviour during digital transformation
	Theme 13: Telling impactful stories with data
	Theme 14: Automation in marketing - are we losing the human touch? Consumers Embrace Experiential Marketing

1. In an e-commerce world, driven by consumer reviews, how much influence do marketers have?

In this new digital era, data is everything, especially with the emergence of e-commerce. Today this e-commerce world is driven by consumer reviews and word of mouth, which can make or break a business along with its reach. Based on this, in this new data-driven e-commerce world, the role of marketers remains huge in influencing such consumer reviews along with proper consumer acquisition and retention.

2. Creating successful digital-only brands: What is the secret sauce?

Building a brand is also associated with building trust, especially in this digitally driven era. The secret ingredient of creating a successful digital-only brand is somewhat associated with the main ingredient of trust i.e. building and creating trust, among its potential customers along with their existing ones.

3. Mass vs Individualized Marketing: What does a marketer need to learn?

Marketers must be visionaries who are social media savvy. Marketing used to be all about mass media, hoardings, and banner displays in public areas until a few years ago. Now that the media has extended to include the internet, social media has arisen as a distinct medium for Individualized Marketing. Marketers now can provide individualized service, similar to what a general store owner traditionally provided to his or her clients. It is now distributed to millions of people every day. Has One-to-one marketing reached a new level altogether?

4. Influencer Marketing: The trickle and ripple effect

Influencer marketing is all the rage right now, but you have to do it right to win. Brands are now working with both major and small influencers, and also have gone so far as to hire employees as in-house influencers. The benefits of a well-run influencer campaign can be substantial, but what should you do as a brand or business owner to get the most out of one?



5. Challenges faced by budding entrepreneurs in this new data-driven era

The digital universe, unlike the physical cosmos, is built by hand and defined by software. In today's world, being data-driven should be the next-best strategy for businesses to optimize their growth prospects. The new entrepreneurs have the responsibility to not only make a place for themselves in the market, and earn the trust of the consumers but also have proper analytical skills to extract insights from the raw data generated from multiple sources. Budding entrepreneurs have to integrate technology to remain relevant and survive in the market but not all businesses are the same. What's the challenge when it comes to running businesses digitally?

6. Consumer Vulnerability in the digital era

In the present era, while the safety of customer service via traditional face-to-face channels has improved, protections for these customers in digital spaces have almost diminished. Driven by the need to improve shareholder returns every year, it has naturally led companies to mine data of consumers/users through services offered by their websites and apps. In the process, being harmful to those consumers who give them business. Consumers in digital markets often disengage and let the algorithm guide them without a fight. But how much is too much? Where to draw the line when it comes to data mining in marketing?

7. Data Mining and Market Research: How much is too much?

Businesses need reliable data to sustain their existence in today's ever-changing, complex market domain. Organizations use data mining methods to foster product and promotion activities for specific customer segments, like pricing, consumer preferences, point of sales data analysis, product positioning, customer satisfaction just to name a few. The analysis of the available data and the result of these strategies for data mining in the marketing field are getting progressively significant for decision-makers.

8. Promoting inclusivity and diversity in society – Promoting new brand stories for Gen Z

Gen Z's and millennials tend to be viewed as more socially aware and impact-driven, perhaps a result of growing up surrounded by the internet and online social media. This has expanded their exposure to ardent social issues. By further getting inclusive and improving diversity training and more diverse staff, brands are probably going to see an impact in different areas of the business.

9. Balancing between instinctive and data-driven approach

In the era of data and numbers, it becomes extremely important to understand that one of the important aspects of marketing is its consumer. And people are emotional and social beings. So, strategizing each step based on numbers sometimes may lack the EQ to touch people's minds and souls. A thread of delicate balance must be present between both instinctive and data-driven approaches to fetch the best result for a firm.

10. Ethical and Moral dilemma in the ways of acquiring data

In every marketer's life the dilemma of being "morally and ethically correct" comes to play because at the end of the day our conscience is our solace. With numerous reports of data breaches that flood our feeds, the question arises: Are we violating our customer's trust?

11. Digital Marketing in the post-pandemic Era

Digital innovation has changed consumer propensities. Cell phones, applications, AI, automation, and considerably more permit clients to

get what they need precisely right now they need it. In addition, these new digital advancements have caused a change in customer expectations, bringing about another sort of modern purchaser. The present customers are continually connected, application native, and mindful of what they can do with technology.

12. Aligning offerings with changing consumer behaviour during digital transformation

The digital transformation during the pandemic has significantly sped up. With the change in consumer behaviour, marketers need to reshape their marketing endeavours and systems to fit the new requirements. In the pandemic, individuals have been burning through a remarkable measure of content. What's to come is digital, and any brand or business, regardless of at what scale, should chip away at the online presence. Marketing has been re-conceptualized during this pandemic. We can say that the online presence of any brand is vital alongside physical stores.

13. Telling impactful stories with data

It's not about graphics and visualizations when it comes to data analysis; it's about conveying a story. Examine data as a detective would a crime scene. Data storytelling is a hybrid of data visualization and narrative techniques that build on the now-dominant self-service business intelligence (BI) model. Data adds a splash of colour to your story, making it shine out to your most critical stakeholders.

14. Automation in marketing - are we losing the human touch?

For marketing automation solutions to be genuinely effective, the technology must be at its finest. Technology can be the finest with one thing at its core: HUMANS. Marketers must look beyond how artificial intelligence (AI) makes our lives easier or more efficient. We must know that learning to read signals is the key to automation.

"Today's trust dynamics create an opportunity and a responsibility in many cases for business leaders to take stands on issues that affect society."

- PWC Advisory Services, February 2021

Who should attend?



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



Aseem Soni
CEO & Board Member
Modern Foods



Rajneesh Bhasin
Managing Director
Mawana Foods



Sanjit Satapathy
Business Leader, CB Group
3M



Allwin Agnel
Founder/CEO
pagalguy.com



Rajiv Mitra
CEO
Groupe Lactalis



Priya Gilbile
COO
ManipalCigna Health Insurance



Sandeep Agarwal
VP & Country Head for Belgium,
Netherlands, Luxembourg Markets
Tech Mahindra



Raghu Reddy
Chief Business Officer
Xiaomi India



Prasad Routray
Head Corporate & Alliances
Airtel Payments Bank

“Thanks for the opportunity to speak at the 11 th National Marketing Konclave, KIIT School of Management. A great event, packed with fantastic mix of Top Industry Speakers, offering a unique balance between academic research and real-life applications of best practices. A compact source of inspiration. Great show! ”

- Ms Priya Gilbile
COO, ManipalCigna Health Insurance

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.



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