



**MARKETING  
KONCLAVE**



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
Deemed to be University U/S 3 of the UGC Act, 1956  
**SCHOOL OF MANAGEMENT**

# 14<sup>th</sup> National Marketing **KONCLAVE**

 9<sup>th</sup> September 2023

**THEME:** 

Building a Sustainable  
Inclusive Future:  
Addressing Consumer  
Priorities in the New Era

# New Business Models in the New Normal

In recent years, the topic of sustainability and inclusivity has gained traction in both the public and private sectors. As consumers become more aware of the impact of their purchases on the environment and society, businesses are adapting their practices to meet these changing consumer demands, resulting in a shift towards a more sustainable and inclusive business products as well as practices.

According to a report by McKinsey & Company, the COVID-19 pandemic has accelerated this trend, with consumers now placing even more importance on sustainability and social responsibility when making purchasing decisions. The report found that 64% of consumers worldwide now consider a company's environmental and social impact when making purchases, up from 50% in 2019. Additionally, 75% of consumers are willing to pay more for sustainable products, up from 66% in 2019. To meet such evolving consumer demands, businesses are taking a more holistic approach to sustainability and inclusivity. According to a report by Boston Consulting Group, companies are integrating sustainability into their core business strategies and focusing on creating value for all stakeholders, including

employees, customers, communities, and the environment. This approach, known as "creating shared value," is becoming increasingly popular among businesses as they realize that sustainability and inclusivity is critical for creating long-term business value.

Therefore, the theme of the 14th National Marketing Konclave organized by KIIT School of Management (KSOM) is "Building a sustainable inclusive future: Addressing Consumer priorities in the new era" to deliberate on the paradigm shifts happening in the business world. The issue is even more critical for today's students who are the future business leaders since the younger generation is more concerned about sustainability and social responsibility, and they seek to work for companies that share these values. Hence, building a sustainable inclusive future is a pressing issue that requires attention from businesses, consumers, and academia. As the world moves towards a more sustainable and equitable future, KSOM aims to create awareness, generate interest, and provide a discussion platform on this theme and subsequently prepare its students to become responsible and ethical leaders.

## Panel Discussion:

## Consumer Inclusivity in the age of Digital Marketing

Consumer inclusivity refers to the practice of ensuring that marketing efforts are tailored to and inclusive of all consumers, regardless of factors such as race, gender, age, disability, and sexual orientation. With the rise of digital marketing, there has been a growing need for businesses to prioritize consumer inclusivity in order to reach a wider audience and ensure that their marketing efforts are effective. A recent report by Accenture concludes that companies which prioritize diversity and inclusion in their marketing efforts are more likely to reach a wider audience and drive business growth. The report found that brands that embrace diversity and inclusivity in their marketing efforts are 1.7 times more likely to be viewed as innovative and 1.8 times more likely to be seen as relevant.

Given the growing importance of consumer inclusivity in today's digital marketing practices, the panel discussion of 14th National Marketing Konclave organized by KIIT School of Management (KSOM) shall deliberate in depth on the topic of "Consumer Inclusivity in the age of Digital Marketing". KSOM recognizes the need for present students to understand the importance of consumer diversity and inclusion in marketing. Additionally, the panel discussion at KSOM aspires to help the business leaders in identifying existing challenges and future solutions through the deliberations by eminent corporate leaders so that businesses are able to reach a wider audience and drive business growth in the digital age.

## 1 Marketing or no marketing: An Era of Influencers

Influencers on social media have become an effective marketing tool in recent years, as they can give their messages a real and relevant voice. This workshop will cover the function of influencers in marketing and advertising, as well as the many sorts of influencers and their effects on consumer behavior. Participants will learn how to gauge the effectiveness of influencer campaigns, choose the best influencers for their company, and maintain transparency in sponsored content and ethical issues related to influencer marketing.

## 2 Aggressive v/s discrete marketing: The Gen Z Edition

The Gen Z generation was born and raised in the digital era, which is rife with advertising messages. They have a distinctive viewpoint on marketing, favoring a subdued strategy over the overt methods of the past. This workshop will cover the distinctions between aggressive and subtle marketing strategies and Gen Z customer preferences. Participants will learn how to develop marketing plans that reflect the values and beliefs of Gen Z, use social media to raise brand recognition and use authenticity and openness in their marketing communications.

## 3 Consumer-driven market in the AI-driven era

The use of artificial intelligence (AI) technology has changed how organizations run, particularly in terms of analyzing customer behavior. This workshop will focus on how AI can be used to improve customer experiences, how AI can affect the consumer-driven market, and the difficulties involved in using AI for marketing. Participants will also learn about using AI to enhance customer service and produce more compelling marketing content. The workshop will examine the difficulties in applying AI to marketing, including the necessity to strike a balance between automated and human touchpoints.

## 4 Driving growth and building brands in a connected world

Businesses need to have a strong online presence to promote growth and develop their brands in the increasingly linked world of today. This session will look at some of the tactics organizations may use to develop their brands in the digital age, such as social media marketing, building a solid website, and using search engine optimization (SEO) methods. Social media marketing is a potent instrument for creating a brand, while a solid website is also necessary for promoting growth and developing a brand. This workshop will explore the various strategies businesses can use to build their brand in a connected world, including social media marketing, website design, and SEO techniques.

## 5 Emerging marketing trends and roles in the AI era

AI has become increasingly common in the field of marketing, with chatbots providing personalized customer service and support, machine learning algorithms being used to analyze consumer behavior and preferences, and optimizing website design and user experience. These trends are changing the role of marketers, as they must now have a deeper understanding of data analytics and machine learning to effectively utilize these tools. The workshop shall discuss how AI is revolutionizing the field of marketing and creating new opportunities for marketers to better understand their customers and create more effective campaigns. Hence, marketers must be able to interpret large amounts of data and make strategic decisions based on the insights gained from AI-powered tools.



## 6 Automation in marketing – are we losing the humantouch?

Marketing automation has revolutionized how we approach and execute marketing strategies, but it can lead to a loss of human touch. This can lead to a decline in customer loyalty and engagement. However, automation can be used to streamline processes and allow marketers to focus on building deeper connections with customers, such as sending personalized emails based on customer behavior. In this workshop, we will explore the key to successful automation in marketing is to strike a balance between technology and the human touch. Marketers must find ways to use automation to enhance their ability to connect with customers, rather than replacing it entirely, to improve efficiency and productivity while still maintaining the human touch that is so crucial to building meaningful customer relationships.

## 7 Pull of Brands Built on Social Values

In recent years, many brands have been built on social values, which are typically those that are associated with a particular cause or belief and actively promote that cause or belief through their marketing and advertising. This workshop shall explore how by promoting social values, the brands have not only been able to differentiate themselves from competitors, but they have also been able to make a positive impact on the world.

## 8 From Instincts to Intel: How Data Insights Can Power Smarter Content

Data is a powerful tool for businesses to gain valuable insights into their customers and market trends. To harness the power of data, businesses need to understand what kind of data they need and start gathering it from a variety of sources. This workshop aims to explore the different ways of using data insights for creating smarter content to personalize it, optimize it for search engines, and measure the success of the content. By understanding the

audience, optimizing the content for search engines, and measuring the success, businesses can create content that stands out and drives results for their business.

## 9 The fine balance between Consumer Data Mining and Data Security

Consumer data mining and data security are two important aspects of the digital economy. In this workshop, we will discuss the steps a business must take to strike the right balance to protect consumers' privacy while still gathering the information they need, and improve their products and services. This includes implementing strong data security protocols and being transparent about what data is being collected and used. Businesses should provide clear privacy policies and data anonymization techniques to protect consumer data while still being able to analyze it for insights. Transparency and trust are key to balancing consumer data mining and data security, and businesses must be transparent about their data practices to earn that trust.

## 10 The rules are blurry for social media marketing: Ethical standards to adhere

Social media has revolutionized the way we communicate and interact with each other. Businesses should adhere to ethical standards when engaging in social media marketing including transparency and respect for privacy. The workshop shall discuss many ethical standards that businesses should adhere to when engaging in social media marketing like transparency, respect for privacy, social responsibility, authenticity, and engagement with their target audience. By following these ethical standards, businesses can build a positive reputation and trust with their customers and contribute to the betterment of society at large.



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 Konclave



**Ms. Madhumita Phukan**  
Global Marketing Head -  
AI Businesses, Tech Mahindra



**Mr. Yuvraj Sarma**  
Head, Business Strategy &  
Planning, Sun Mobility



**Mr. Ashish Tiwari**  
Chief Marketing Officer,  
Home Credit India



**Mr. Sudhir Madhugiri**  
Senior Executive Partner,  
Gartner



**Mr. Joydip Ghosh**  
Director Digital Marketing,  
Zenoti



**Mr. Sridharan Iyer**  
Client Partner,  
The Marketing Worx



**Mr. Karan Hora**  
Assistant Vice President,  
Star TV Network



**Mr. Ashish Bhattacharya**  
President Marketing,  
Dukes India Pvt Ltd

# 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.

## 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.

# About KSOM

(KIIT School of Management)



KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India with a ranking of 31 as per NIRF, MHRD, Government of India, 2021. KSOM is a part of KIIT Deemed to be University, Rank 601 – 800 in Time Higher Education University Ranking 2023. KSOM also got the best B School of Odisha by Times Business Awards in 2020.

The MBA program of KIIT School of Management (KSOM) is approved by All India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation.

80% faculty are from industry or with Ph.D. & over half the faculty are from institutions such as IIMs, IITs, TISS, MDI, XLRI and other premier institutes. Specializations are offered in Business Analytics, Marketing, Finance, HR and Operations. KSOM has two Super MBA

programs – 2 years super specializations in niche areas like Business Analytics and Supply Chain Management. 100+ recruiters visit the campus for hiring every year. It has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully WiFi enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series and sports events.

KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, student research undertaken by students and jointly working with the industry through partnership and tie-ups.





# About KIIT

## (Kalinga Institute of Industrial Technology)

The Kalinga Institute of Industrial Technology (KIIT) Deemed-to-be-University is synonymous with academic excellence. It has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs.

The Education Ministry's NIRF 2022 has placed it as the 20th best university in the country, awarding high scores in parameters such as teaching, learning resources and graduation outcome. In the 'outreach and inclusivity parameter', the university got a score of 77.86.

It ranks in the cohort of 601-800 globally in the prestigious Times Higher Education World University Rankings 2022. It is also India's first QS 5 Stars Rated University – 2021. It was been awarded 5 Stars assessing from all the categories of QS criteria. KIIT became the first private varsity in Odisha and eastern India to enter into the prestigious QS BRICS University

Rankings for 2018 being ranked 251-300 in the ranking list. Times Higher Education, in its Asia University Rankings for 2022, has placed it as the 23rd best in India in the overall category.

The remarkable growth of KIIT is rooted in the principles espoused time and again by KIIT Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity.

The premier institute is spread over 25 sq. km. of academic township, and offers courses on almost all engineering disciplines, including medicine, management, rural management, law, architecture, biotechnology, fashion technology and other domains. In 2021, KIIT was ranked No. 1 among the top self-financing institutions in the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), the second time in a row.

## Our Guiding Light



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 and Kalinga Institute of Social Sciences.

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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