



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

Deemed to be University U/S 3 of the UGC Act, 1956

SCHOOL OF MANAGEMENT

15th National Marketing KONCLAVE

THEME:  MARKETING IN THE
AGE OF DISRUPTION

 Saturday, 24th August 2024

 markcon.ksom.ac.in



Marketing in the Age of Disruption: Thriving in a Changing Landscape

The business world is no stranger to change. However, the pace of disruption in recent years has been unprecedented, driven by advancements in technology, evolving consumer behaviour, and a growing emphasis on social responsibility. This year's 15th National Marketing Konclave, organized by KIIT School of Management (KSOM), delves into this dynamic environment with the theme "Marketing in the Age of Disruption: Thriving in a Changing Landscape."

Disruption can be a double-edged sword. On one hand, it can threaten established business models and render once-successful marketing strategies obsolete. A 2023 report by PwC, "Strategy & Trends: Global CEO Survey 2023", highlighted how 73% of CEOs globally are concerned about the potential for disruption in their industries. Entire industries have been reshaped by disruptive forces, with companies struggling to adapt or being overtaken by nimbler competitors.

On the other hand, disruption also presents immense opportunities. Businesses that can anticipate and embrace change can develop innovative solutions and capture new market share. A 2023 McKinsey & Company, "The State of Organizations 2023", emphasized the importance of fostering a culture of agility and experimentation within organizations. Companies that can quickly adapt their marketing strategies to changing consumer

preferences and technological advancements are poised to thrive in the age of disruption.

The 15th National Marketing Konclave will explore how marketing is being disrupted across several key areas. As per the reports from Data Reportal, "Digital 2024: Global Overview Report" the digital revolution has fundamentally transformed consumer behaviour, with a staggering 4.66 billion people using social media in 2023. Marketers need to develop strategies that leverage these digital channels effectively. Disruption is also fuelled by the explosion of data and advanced analytics, allowing for targeted and data-driven marketing strategies.

Furthermore, the traditional linear customer journey is a thing of the past. Today's consumers navigate a complex path, requiring marketers to develop a holistic understanding and create seamless omnichannel experiences. Finally, in a disrupted marketplace, customer experience (CX) is more important than ever. A recent study by Salesforce, "State of the Connected Customer", found that 84% of customers say that the experience a company provides is as important as its products and services. The Konclave will thus explore strategies for designing and delivering exceptional customer experiences, ensuring businesses can thrive in this dynamic environment.

LSIP Discussion Topics:

1 The Future of Marketing in a Diverse World:

In the contemporary digital landscape, amidst the vast sea of information and competition, establishing meaningful connections with customers is paramount for brands. This workshop delves into techniques for transcending impersonal communication and reintroducing authentic human interaction into marketing methodologies, despite the prevalence of technology. Attendees will engage in an exploration of strategies aimed at infusing genuineness into their marketing endeavors, fostering genuine emotional bonds with their target audience.

2 Humanizing Marketing in a Digital World:

In today's digital age, it's easy to get lost in the crowd thus one must know as a brand how to connect with customers on a more personal level. This workshop tackles how brands can ditch the robot talk and bring a human touch back to the marketing strategy, even amidst all the technology. Participants here will explore ways to make their marketing feel genuine and create real emotional connections with the people they are trying to reach.

3 Disruption, Innovation & Personalization in Marketing:

How about leveraging disruption to innovate

your marketing campaigns? Exciting, right? This workshop will guide you through the process of embracing unexpected changes to generate fresh ideas for your marketing strategies. Yet, it's not merely about novelty; it's about relevance. Participants will explore personalized approaches to crafting marketing messages that genuinely resonate with each customer's unique preferences and needs.

4 How AI and Automation are Reshaping the Marketing Landscape:

Artificial intelligence and automation are transforming the field of marketing and there is no reason for you to feel left behind by all the talk of AI. From, imagining using AI to analyze mountains of customer data to letting AI craft personalized messages that resonate with each customer, this workshop will bring you up to speed. Participants will explore how artificial intelligence revolutionizing the marketing landscape.

5 Leveraging AI and Machine Learning for Hyper-Targeted Marketing:

Imagine knowing exactly who your ideal customer is, what content they consume and which media they use. That's the power of AI and machine learning in marketing to get your message right in front of your audience. This workshop will focus on how these technologies can be a secret weapon in the marketing. Participants will get the opportunity to dive into how AI can analyze tons of customer data to understand your audience better than ever before. Additionally, attendees will understand how machine learning harnesses this data to refine highly precise targeted advertisements or tailored email promotions, effectively reaching the most relevant audience members at opportune moments.

6 The Power and Ethics of Data-Driven Marketing:

Data reigns supreme in the realm of modern marketing, yet with its dominion comes profound responsibility. This workshop will show, how to leverage customer data to create powerful marketing campaigns, while keeping things ethical and respectful. Participants will explore and understand how to use data to craft messages that truly resonate with their audience's needs and preferences, keeping their privacy intact. Moreover, they will gain insights

into responsible data collection and utilization practices aimed at fostering trust and sidestepping any instances of misaligned marketing tactics.

7 Perils of Information Overload in Marketing:

These days, from emails to notifications consumers are bombarded with marketing messages now and then. This makes, marketers' job even tougher to convey the right message to the right audience at the right point of time. Thus, this workshop will equip you to break through the noise and ensure your marketing stands out in a crowded marketplace. Participants will explore how to craft messages that are clear, concise, and truly connect with their audience. It's time to forget fancy jargon and confusing visuals and focus on creating marketing that's easy to understand and cuts straight to the point.

8 Leveraging Customer Data for Value Creation:

Customer data can be a goldmine in today's generation, but how to dig into that data and show your customers that you care about them, makes it a challenge. This workshop is dedicated to showing how to use customer information to create value for both your business and your customers, building trust and loyalty. In this journey, participants will explore ways to personalize the customer experience, remembering their preferences and suggesting products they'll love. They will also see how data can help them improve offerings by understanding customer needs to create products and services that are even better!

9 Creating Marketing Communication through Short-Form Videos:

In the contemporary tech-savvy world, individuals are constantly inundated with information, leading to rapid scrolling and shortened attention spans. Communicating your message effectively within this brief window poses a significant challenge. Nevertheless, there are strategies available to captivate audiences efficiently. This workshop delves into the realm of short-form video content, providing attendees with tactics to instantly seize attention and convey messages concisely.

10 Influencer Marketing in the Digital Age:

Social media influencers can be powerful marketing tools when it comes to skyrocketing brand awareness and connecting with your target audience on a whole new level, but wait, not all influencers are created equal. So, this workshop will teach the participants how to spot the right partner for their marketing goals. It will explore the power of social media influencers – those online celebrities with big followings, who match your brand and target audience. You will also learn how to collaborate with influencers to create engaging content that spreads the word about your brand genuinely.

11 The Evolving Consumer Journey in a Disrupted Marketplace:

Remember the old days when buying something followed a neat path: see an ad, visit a store, buy the product? Now forget it! This workshop dives into the new, world of customer journeys where participants will explore how customers research, shop, and make decisions today. You'll learn how to map these complex journeys and identify all the touchpoints where you can connect with your audience. From social media to online reviews, this workshop aims to show you how to be present at every turn, so that you can guide customers towards your brand and make that sale happen.

12 The Power of Storytelling in a Disrupted Age:

Every brand has a story to tell. In today's world of flashy ads and quick messages, stories still hold the magic. It has the power to connect with people on a deeper level. Thus, this workshop explores how storytelling can become your way to success. Participants will experience the power of stories to connect with people, and brainstorm ideas to craft relatable tales that resonate with their audience to ditch boring marketing messages and create something truly memorable and unique.

13 Reinventing Traditional Marketing in the Era of Disruption:

Newspapers, magazines, and television commercials, these tried-and-true marketing tactics still have a place, but they need a digital refresh. This workshop explores how to adapt your traditional marketing channels for the new online world. Participants here will learn ways to make their print ads pop online and discover how to create engaging video content that complements those TV commercials. They will learn how to leverage social media to extend

the reach of traditional campaigns and creative ways to combine old-school marketing with the power of the digital world. It's time to breathe new life into your classic marketing tactics and ensure they resonate with today's tech-savvy audience!

14 The Impact of Digital Disruption on Marketing Channels:

From social media to email marketing, no channel is immune to change, it gets constantly reshaped by the tide of digital disruption. But fear not, we've got you covered. This workshop explores how different marketing channels are feeling the wave. Participants will dive into the latest trends and innovations that are changing the game. In this workshop, they'll be equipped with the tools to stay ahead of the curve and learn how to adapt their marketing strategies across various channels to keep pace with the ever-evolving digital world.

15 Green Solutions in the Age of Disruption:

In today's climate-conscious marketplace, consumers are increasingly seeking brands that prioritize sustainability. Today's consumers care more than ever about the environment. This workshop delves into integrating eco-friendly practices into your marketing strategy to resonate with environmentally responsible customers. Here, participants will explore effective ways to highlight a brand's commitment to sustainability, from responsible sourcing and production practices to eco-conscious packaging and waste reduction initiatives. They will also learn how to craft authentic and transparent messaging that connects with environmentally conscious consumers, fostering brand loyalty and trust, and providing a win-win proposition.

16 Disruptive Pricing Models in the Current Times:

Traditional pricing structures may no longer be effective in cutting through the noise. Whether you're a seasoned marketer or just getting started, this workshop will provide you with the knowledge and tools you need to capitalise on disruptive pricing models and gain a competitive advantage in today's dynamic market. Participants will learn about models such as subscription services and value-based pricing, which will allow them to rethink their pricing strategy and reset customer expectations, demonstrating how they can help you stand out from the competition and gain new market share.

17 Product Development through Co-Creation in an Era of Disruption:

The era of developing products in a vacuum is over. Now is the time to involve your customers in the product development process. Co-creating allows you to create products with an existing customer base and have a better chance of success in a disrupted market. This workshop explores co-creation, a powerful strategy for involving your customers in the product development process. Participants are going to understand how to apply their insights and ideas to create innovative products that truly connect with their target audience. Imagine brainstorming with real customers, getting feedback on prototypes, and ensuring your product meets their needs; this is exactly what this workshop will teach you.

18 New Marketing Media:

The marketing world is like a never-ending playground, with endless opportunities to set new goals. This workshop explores the cutting edge of marketing media, including exciting new technologies such as virtual reality (VR) and augmented reality. Imagine creating immersive experiences that allow customers to virtually explore or try on your product before purchasing. Participants will learn how new marketing media can elevate a brand and leave a lasting impression on the audience, and how to use these innovative tools to create engaging and interactive marketing campaigns that truly stand out from the crowd.

19 Having a Competitive Edge in the Disruptive Era:

In the current hypercompetitive landscape, marketers frequently face the challenge of standing out. However, within every brand lies a unique aspect—whether it's exceptional service, innovative offerings, or a strong ethical stance—that can provide a competitive advantage. By refining your Unique Selling Proposition (USP), marketers can seize this opportunity. This workshop offers participants a precise roadmap to navigate the disrupted marketplace. Attendees will learn to identify their brand's USP, the core attribute that distinguishes it from competitors and resonates with customers!

20 Developing Brand Positioning in an Era of Disruption:

Amidst the dynamic shifts of the market, brand resilience is essential. This workshop provides a comprehensive guide on effectively positioning your brand within a constantly evolving environment. Participants will gain expertise in crafting a compelling brand identity that distinguishes them from competitors. Through practical exercises, attendees will learn to develop a clear and resonant brand identity that aligns with their target audience. Moreover, they will delve into defining the core values and unique selling proposition of their brand, essential elements for standing out in a competitive landscape.

Tentative Program Details

Time 🕒	Session 💡
09.00 AM – 09.20 AM	Joining of Students, Faculty and Guests
09.20 AM – 09.55 AM	Welcoming & Context Setting
09.55 AM – 10.05 AM	Announcement of Winners of the Pre-conclave Competitions
10.05 AM – 11.00 AM	Keynote Session
11.00 AM – 11.10 AM	Felicitation of Guests
11.10 AM – 11.20 AM	Vote of Thanks
11.20 AM – 11.35 AM	TEA BREAK
11.35 AM – 01.30 PM	Large Scale Interactive Process (LSIP) with students
01.30 PM onwards	LUNCH



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. Nandini Chatterjee
Chief Marketing & Communications Officer
PwC



Mr. A N Sasmal
Head – Sales & Marketing
Shibaura Machine India Pvt. Ltd.



Mr. Siju Narayan
Chief Experience Officer
RexEmptor Consult



Mr. Vishesh Sharma
Chief Marketing Officer
Bajaj Financial Securities Ltd.



Mr. Shishir Ranjan
Founder Director
Farmisto



Mr. Akhil Minocha
Vice President Sales - Enterprises and
Global Capability Centers
CAST Software

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, which has been ranked 601 – 800 in THE World University Rankings 2023 and ranked 151-200 in THE Young University Rankings. 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 2023 has placed it as the 16th best university in the country, awarding high scores in parameters such as teaching, learning resources and graduation outcome.

It ranks in the cohort of 601-800 globally in the prestigious World University Rankings 2023. It is also India's first QS 5 Stars Rated University. It was 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. KIIT University has achieved '251 – 300' rank in the report published on November 2022. Ranked 8th among reputed private institutions in India, KIIT is the youngest university in the country to figure in this prestigious ranking.

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 sqkm. 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.

KIIT Deemed to be University has been placed in the rank band of 201-250 in the overall category among Asian universities by Times Higher Education (THE) ranking of Asia's best universities for 2022. With this accolade, KIIT has emerged as the best in Eastern India, performing at par with the prestigious institutions in India like the IITs, NITs and other reputed universities.

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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