



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

16th NATIONAL MARKETING KONCLAVE

Sustainable Marketing Multiverse:
Tech, Truth, and the Future of Brands

THEME



20th September 2025



markcon.ksom.ac.in

SUSTAINABLE MARKETING MULTIVERSE: TECH, TRUTH, AND THE FUTURE OF BRANDS

16th NATIONAL
MARKETING
CONCLAVE

The 16th National Marketing Conclave, hosted by the KJ Somaiya Institute of Management (KSOM), arrives at a pivotal moment for the marketing profession. As artificial intelligence reshapes operations and society demands ethical, sustainable, and inclusive practices, marketers face a complex new reality. The conclave's theme, Marketing Multiverse: Tech, Truth, and the Future of Brands, captures the challenge of mastering both technological innovation and human connection.

The transformation is profound. A 2025 PwC report shows 78% of Chief Marketing Officers plan to integrate generative AI into their business models. HubSpot's State of Marketing Report 2025 reveals that 92% of marketers already feel AI's impact, citing efficiency and campaign effectiveness. Meanwhile, DataReportal reports that global social media users reached 5.31 billion in April 2025, nearly 65% of the world's population.

Yet this AI-driven landscape exposes a paradox. Technology offers scale and personalization but cannot create trust—the foundation of loyalty. Edelman's 2025 survey highlights that 81% of consumers view trust as central to purchase decisions. Algorithms may generate content, but irony, cultural nuance, and lived experiences remain uniquely human, underscoring the marketer's task of blending automation with authenticity.

To address this intersection of technology and truth, the conclave will host 15 workshops across three tracks:

- **Sustainable Development Goals and Responsible Branding:** Exploring consumer demand for ethical practices, with Nielsen reporting 66% of global shoppers willing to pay more for sustainable brands.
- **Practice-Oriented Skills for Emerging Marketers:** Covering vertical video storytelling, brand community-building on platforms like Reddit and Discord, and the craft of micro-content creation.
- **Cutting-Edge Academic Insights:** Presenting research on consumer psychology, behavioral science-driven pricing, and cognitive biases shaping brand perception.

Today's consumers are not passive recipients but active co-creators. Peer review platforms and social media feedback loops have created a transparent ecosystem where brands are constantly evaluated. The traditional funnel is replaced by fragmented, multi-touchpoint journeys that demand holistic strategies combining empathy, data analytics, and ethics.

The modern marketer's role now extends beyond creativity and strategy to require data fluency, agility, and moral clarity. The 16th National Marketing Conclave is designed to nurture this integrated mindset. By convening leaders, practitioners, and academics, it seeks to inspire marketers to not only adapt to change but to lead it with purpose. In doing so, marketing can evolve into a discipline that is intelligent and immersive, yet also inclusive, intentional, and impactful.



PANEL DISCUSSION TOPIC

THE ADVERTISER OF TOMORROW:

HOW AI IS RESHAPING CREATIVITY, MEDIA, AND THE CONSUMER MIND

AI is no longer just a tool—it's a creative co-pilot, a media strategist, and a behavioral analyst rolled into one. From scriptwriting and visual production to audience targeting and journey mapping, AI is transforming every layer of the marketing value chain. This panel explores how brands are leveraging AI to create faster, smarter, and often more personalized campaigns—while also confronting the ethical, creative, and psychological trade-offs involved. With VFX studios downsizing and production workflows getting radically compressed, the question isn't whether AI will change advertising—but how brands and creatives must evolve to stay relevant.



SDG-Aligned Marketing Workshops

1. *Marketing Clean: Creating Honest Sustainability Campaigns (SDG 12 – Responsible Consumption & Production)*

As sustainability becomes a central narrative in brand communication, the risk of misleading environmental claims—commonly termed greenwashing—has also increased. Consumers and regulators are both demanding greater transparency and verifiability in how brands talk about environmental responsibility. This topic is crucial for understanding the ethical and strategic dimensions of sustainability messaging, and for exploring how brands can balance aspiration with accountability in a world where climate consciousness is growing but consumer skepticism remains high.

2. *Health for All: Building Campaigns that Drive Public Wellness (SDG 3 – Good Health & Well-being)*

In an age shaped by global health crises and rising lifestyle-related illnesses, marketing has taken on new responsibilities in promoting public health. From encouraging vaccination to supporting mental well-being, brands are increasingly expected to contribute to social good through credible, empathetic communication. Exploring this theme becomes vital in understanding how marketing can intersect with behavior change, especially when addressing health inequalities, misinformation, and systemic barriers to care.

3. *Selling Change: How Brands Can Promote Social Inclusion (SDG 10 – Reduced Inequality)*

Inclusion has moved beyond HR policies to become a defining parameter of brand identity and social relevance. Today's consumers expect brands to stand for more than just products—they expect commitment to causes that reflect a fair and just society. Studying this topic is timely, as it opens dialogue on how marketing can challenge exclusionary narratives and foster a more equitable representation across gender, geography, class, and disability—without slipping into performative or tokenistic gestures.

4. *Empathy in Advertising: Designing Campaigns for Marginalized Voices (SDG 5 – Gender Equality)*

Gender narratives in advertising have long mirrored social stereotypes, but audiences now demand nuanced and inclusive portrayals. With growing awareness of intersectionality and gender fluidity, it becomes essential to rethink how brands speak to and about gender. This theme is significant not just for ensuring representational fairness, but also for examining how inclusive storytelling can influence perception, consumer trust, and long-term brand loyalty in increasingly diverse markets.

5. *Climate x Creativity: Designing Youth-Led Climate Action Campaigns (SDG 13 – Climate Action)*

Climate change is one of the most urgent global challenges of our time, and the youth demographic has emerged as both an activist force and a key audience. Brands that engage meaningfully with climate discourse must understand how to tap into youth energy while remaining authentic and constructive. This topic is relevant in exploring how creative communication—especially on digital platforms—can support climate action, amplify young voices, and foster broader societal participation.





Marketing Practice-Oriented Workshops

MARKETING IN 10 SECONDS: WINNING ATTENTION IN THE AGE OF SCROLLS

6

With shrinking attention spans and algorithm-driven content feeds, the battle for consumer attention is now measured in milliseconds. In such an environment, marketers must rethink how to craft compelling messages that resonate instantly. This topic is essential for examining how design, messaging, and platform dynamics interact to shape what gets noticed—and what doesn't. It highlights the growing importance of visual economy, brevity, and digital-first thinking in communication strategy.

BUILDING TRUST ON A BUDGET: MARKETING FOR SMALL BRANDS

7

Startups and small businesses operate under resource constraints but must still compete for attention and loyalty in crowded markets. Trust becomes their most valuable currency. This theme is important because it underscores how credibility and community engagement can substitute for big budgets. With rising consumer preference for local, transparent, and values-driven brands, it becomes necessary to study how low-cost marketing strategies can punch above their weight in influence.

INFLUENCERS VS. ADVOCATES: WHO SHOULD YOU PARTNER WITH?

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The digital influencer landscape is evolving rapidly, with growing scrutiny around authenticity, ROI, and audience alignment. Distinguishing between transactional influencers and genuine brand advocates is becoming critical for long-term success. This topic is highly relevant in unpacking the dynamics of influence, trust, and audience engagement in a saturated digital space—especially as regulations tighten and consumers grow wary of inauthentic endorsements.

DATA-DRIVEN AND TECH-ENABLED: MARKETING THAT'S SMARTER, NOT LOUDER

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Technology now powers nearly every aspect of the marketing funnel—from targeting and automation to personalization and performance measurement. Yet, the real challenge lies in using these tools to build meaningful and emotionally resonant connections, not just efficiency. This theme is timely as brands grapple with how to remain human in an increasingly algorithmic world. It raises important questions about balance, intentionality, and responsible data use in modern marketing.

BEYOND DISCOUNTS: LOYALTY PROGRAMS THAT ACTUALLY WORK

10

Loyalty is no longer built through discounts alone. As consumers seek personalized experiences and meaningful engagement, traditional price-based retention strategies are losing their effectiveness. This topic is crucial for understanding how loyalty is shaped by psychology, habit formation, and emotional investment. It provides a lens to examine why some programs create enduring brand relationships while others result in churn, and how marketers can design for long-term value instead of short-term gain.



Cutting-Edge Marketing Research Workshops

WHY WE PAY WHAT WE PAY: PRICING PSYCHOLOGY UNCOVERED

11

Pricing is not just a financial decision—it's a perceptual and psychological game. Consumers rarely evaluate prices objectively; instead, they rely on contextual cues and mental heuristics. This theme is important because it explores how cognitive biases like anchoring, framing, and contrast effects influence willingness to pay. Understanding these patterns helps marketers craft pricing strategies that are both consumer-friendly and commercially effective.

12

CHOICE OVERLOAD AND DECISION FATIGUE: WHEN MORE IS LESS

In a world of abundant options, too much choice can overwhelm rather than empower. The phenomenon of decision fatigue affects not only purchase behavior but also satisfaction and brand perception. This topic is relevant for both digital and offline environments where consumers encounter complex assortments. Studying this helps identify how simplification, curation, and design structure can enhance user experience and drive better outcomes.

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INFLUENCERS VS. ADVOCATES: WHO SHOULD YOU PARTNER WITH?

The consumer journey today spans multiple touchpoints—across online, offline, and hybrid spaces. Each interaction contributes to the brand experience, but not all are equally impactful. This topic is crucial for examining how brands can identify, optimize, and synchronize key moments in the customer journey. It invites discussion on how research can inform touchpoint design and how seamless omnichannel engagement builds lasting equity.

14

WHEN MARKETING GETS EMOTIONAL: HOW AFFECT SHAPES CONSUMER BEHAVIOR

Emotions play a central role in how consumers perceive brands, make choices, and form loyalty. From joy and nostalgia to fear and pride, different emotions trigger different responses. This theme is important as it connects findings from psychology, neuroscience, and behavioral science to real-world brand communication. It offers valuable insights into how emotional framing can influence memory, perception, and action—while also prompting ethical reflection on its usage. marketing.

15

SUSTAINABLE BY DESIGN: WHAT RESEARCH TELLS US ABOUT GREEN BEHAVIOR

While sustainability is widely supported in principle, there remains a gap between intention and action. Consumers often fail to adopt eco-friendly behaviors due to habits, skepticism, or lack of clarity. This topic is relevant for understanding how research can inform better sustainability communication—what messages work, what doesn't, and why. It brings together behavioral insights, communication strategies, and design thinking to explore how marketing can support environmental behavior change at scale. long-term value instead of short-term gain.



WHO SHOULD ATTEND?

16th NATIONAL
MARKETING
KONCLAVE

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



Mr. Partha Sinha

President and Chief Brand Officer
Bennett, Coleman & Co Ltd



Ms. Prachi Mohapatra

Strategy Head,
Disney Star



Mr. Shyamlal Patnaik

Joint President
Aditya Birla



Mr. Indranil Chaudhury

Director,
Tata Starquik



Mr. V Narayanan

Head Marketing
RANE Group



Mr. Kuldeepak Sharma

Associate Vice President,
Amararaja Energy & Mobility Limited



Mr. Lalit Tejwani

Chief Marketing Officer,
Hind Rectifiers Ltd



Mr. SRINIVAS LINGAM

Corporate Business Development Head,
Aquatech International



Mr. Amit Mathur

President – Sales & Marketing,
Finolex Cables Ltd



Mr. Lalatendu Panda

Sr VP & Business Head,
JioMart Grocery



Mr. Siddhartha Dash

Executive Vice President,
UTI AMC Ltd

Mentor Mentee Relationship Creating Opportunities

KONFIDANT – Relationship building opportunities provided to students as mentees. Konfidants are industry mentors who coach students on various competencies like communication, managerial abilities and team work. They also help bridge the theory-practice gap.

Learning Outcomes

- Personal grooming
- Confidence building
- Working with leaders

Participants' Profiles

- Functional heads of MNCs, Indian blue-chip companies, high profile startups
- Management students

Talks by Top Leaders and Functional Experts



KOEDUCATE program includes talks by top leaders and functional experts under two sub-programs : Leadership Series and Knowledge Series.

Learning Outcomes

- Students get an exposure to Government policy making and cross industry issues

Participants' Profiles

- Senior Government policy makers
- Top corporate leaders
- Functional heads with niche expertise
- Management students



MDP AT KSOM MANAGEMENT DEVELOPMENT PROGRAMS

KSOM's Management Development Programs (MDPs) represent a transformative learning experience, meticulously crafted to elevate the competencies of working professionals in an increasingly complex and competitive business environment. These programs are structured to impart cutting-edge managerial skills, cultivate leadership brilliance, and instill strategic foresight, empowering participants to navigate challenges with confidence, drive organizational excellence, and achieve sustainable growth.

The KSOM Advantage

Program Objective



- Global Best Practices & Emerging Trends
- Decision-Making Mastery
- Functional Expertise Enhancement
- Peer Learning & Collaborative Growth
- Experiential & Applied Learning
- Contemporary Managerial Rejuvenation
- Sustainable & Inclusive Growth Strategies

MDP Delivery Framework



- Distinguished Faculty with Industry-Integrated Expertise
- Futuristic Curriculum Aligned with Organizational Needs
- Leadership Acceleration for Middle Management
- Tailored Corporate Learning Solutions
- Industry Immersion & Peer Networking Platforms
- Adaptable Learning Modalities for Minimal Disruption
- State of the Art Infrastructure

Major MDPs conducted at KSOM



GET IN TOUCH



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Having started the journey in 2018 as a knowledge management initiative, Kontempore today has transformed into a digital company which deals with knowledge and business solutions. We at Kontempore, help you develop innovative, technology-based solutions to fulfill your Human Resource needs through rigorous research and analytics.

We provide transformative business solutions which will help the new age business cope with present and future challenges in the areas of talent and human resource management. These solutions are enabled by contemporary and relevant research in partnership with top educational institutes, subject matter experts and leading lights of the HR fraternity.



What makes us Unique

We build our strength from 3 pillars



Team of consultants who bring significant experience and expertise in their respective field



Our academic collaboration with KIIT University helps us to build research and consulting capability which helps us to connect with our client in a more deeper engagement



Our digital solutions help clients to reimagine the business

Our Services

Leadership Practice

Executive Search
Talent Mapping
Leadership Assessment

Digital Transformation

Digital Strategy
Analytics
Change Management

Strategy Advisory

Sales
Marketing
Innovation Strategy



ABOUT KIIT SCHOOL OF MANAGEMENT (KSOM)

KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India. It got the Best B School of Odisha by Times Business Awards in 2023. KSOM has been ranked as the 17th Best B School in India, TIMES B School Ranking, 2024. It has also been ranked as the 11th Best Private B School in India, Outlook ICARE Rankings, 2024-25.

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.

170+ 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



KIIT Deemed to be University is ranked 184th in Asia in the Times Higher Education (THE) Asia University Rankings 2025, reaffirming KIIT's steady ascent in global academic excellence. With this ranking, KIIT stands as the 8th best university in India among both government and private institutions. KIIT is graded A++ in NAAC as well.

KIIT has consistently featured in prestigious global rankings including THE World University Rankings, QS Rankings, and has earned all major international accreditations such as IET, ABET, and more—strengthening its global position as a centre of excellence in higher education. It ranks in the cohort of 601-800 in the Times Higher Education 'World University Ranking' for 2025, reflecting its sustained focus on quality teaching, research activities, and a remarkable rise in its global reputation.

KIIT Deemed to be University has been placed in the rank of 257 in QS World University Rankings: Asia 2025. Also, KIIT ranked 55th in QS Asian University Rankings – Southern Asia. The University's significant growth in QS ranking shows its excellence in teaching, research, and international partnerships.

KIIT Deemed to be University has been ranked in the cohort of 201-300 in the world by The Times Higher Education Impact Rankings 2024. KIIT also achieved standout results across the individual SDGs, ranking 6th for efforts to reduce inequality within and among countries SDG10, 101-200 for strengthening partnerships for the goals SDG17, 55 for Quality Education for the goals SDG4, and 71st for Peace and Just and Strong Institutions for SDG16.

KIIT was ranked No 1 among the Private Higher Education Indian Universities by Atal Ranking of Institutions on Innovation Achievements (ARIIA), Ministry of Human Resource Development, Government of India. ARIIA is an initiative of Ministry of Education (earlier Human Resource Development), Govt. of India to systematically rank all major higher educational institutions and universities in India on indicators related to "Innovation and Entrepreneurship Development" amongst students and faculties.

KIIT has established academic partnership and collaboration with more than 140 world-class universities from across the world. The partnerships provide for students, faculty & research scholar exchange programme, internship for UG/PG course, research and development participation, short-term courses for faculty & students, short-term occupational training, exchange of publications & information, and seminars and conferences.

The premier institute is spread over 36 sq km of academic township, and offers courses on almost all engineering disciplines, including medicine, management, law, liberal studies, hospitality & tourism, architecture, biotechnology, fashion technology, dental, aerospace, design, applied science, economics, commerce, and other domains.

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.

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 and 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 40,000 students in subjects ranging from Engineering to Biotechnology, from Law to Social Science, from Management to Film-making; and the KISS University with over 40,000 tribals – 30,000 on campus and 10,000 in satellite centres in distinct tribal hinterlands of the country. Over 22 Nobel Laureates and over 200 Heads of States have visited KISS and applauded the development model.



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Visit our website for updates and additional information:

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