



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



17th

National Marketing KONCLAVE



Marketing in the Age of Algorithms and Agents:
Winning the Always-On Consumer



Saturday, 19th September 2026



markcon.ksom.ac.in

MARKETING IN THE AGE OF ALGORITHMS & AGENTS: WINNING THE ALWAYS-ON CONSUMER

The 17th National Marketing Konclave, hosted by KIIT School of Management (KSOM), arrives at a time when marketing is being transformed by algorithms, AI agents, platform signals, quick commerce, digital media, creator ecosystems, and always-connected consumers. Consumers today are no longer passive receivers of advertisements, sales messages, or brand claims. They are constantly online, comparing options, checking reviews, scanning ratings, watching creators, searching for proof, and increasingly using AI tools to guide their choices.

The modern consumer does not simply ask, "Which brand should I buy?" They ask AI tools to compare products, summarise reviews, identify the best value, verify credibility, and recommend options suited to their exact needs. As a result, brands are no longer marketing only to consumers; they are also marketing through algorithms, search platforms, marketplaces, recommendation systems, and AI-assisted decision environments.

This transformation has changed the core challenge of marketing. Earlier, brands competed primarily for attention. Today, they compete for discoverability, credibility, comparability, trust, and real-time availability. The real task is not only to create attractive campaigns but also to ensure that the brand appears in the right searches, survives AI-led comparisons, earns consumer confidence, performs well on platforms, carries credible proof, and remains culturally relevant to an always-on audience.

In India, this shift is even more powerful. The digital consumer is no longer limited to English-speaking metro markets. India's consumers are mobile-first, multilingual, short-video-driven, creator-influenced, and spread across urban and rural markets. Brands must now advertise across reels, CTV, OTT, regional-language content, creator communities, e-commerce platforms, quick-commerce apps, and AI search environments. At the same time, consumers are more informed and more sceptical; they can instantly question sustainability claims, compare product promises, check ratings, and verify brand credibility.



The 17th National Marketing Konclave is designed to explore this new world of marketing through a keynote address, a panel discussion, and 15 curated workshops across five tracks:



Algorithmic Discovery and AI-Assisted Consumers:

How AI search, recommendation systems, and platform algorithms shape brand discovery.



Selling to the Always-On Digital Consumer:

How brands influence consumers who already compare, review, and know what they want.



Trust, Proof, and Platform Reputation:

How ratings, badges, reviews, authenticity, and social proof create or destroy trust.



Advertising in India's Algorithmic Media Market:

How Indian advertising is changing through reels, CTV, IPL moments, OTT, regional languages, and creators.



Sustainable Marketing in the Age of Algorithms and Verification:

How brands communicate sustainability when consumers can search, compare, and verify every claim.

Today's marketers must learn to operate in a marketplace where the consumer journey is no longer linear. A consumer may discover a brand on social media, compare it on a marketplace, verify it through reviews, ask AI tools for alternatives, check creator opinions, look for sustainability proof, and then decide. The future of marketing will belong to brands that can remain visible, trusted, relevant, and meaningful across this entire decision environment.

Panel Discussion Topic:

HOW DO YOU SELL WHEN THE CONSUMER ALREADY KNOWS?

Marketing to Search-Smart, AI-Assisted, Always-On Buyers

The modern consumer often arrives at the point of purchase already informed. They have compared alternatives, checked reviews, searched for discounts, watched product videos, used AI tools, and formed a fairly specific idea of what they want. This changes the role of marketing from simply creating awareness to shaping the entire digital decision environment.

This panel will explore how brands can sell, persuade, and build trust when consumers are no longer passive recipients of brand communication but active investigators of value, quality, credibility, and fit. The discussion will bring together perspectives from brand management, e-commerce, digital marketing, advertising, creative strategy, and sustainability-led branding.

The panel will address questions such as: How has selling changed when consumers can compare ten brands in ten seconds? How do AI search tools alter product discovery? What matters more today—advertising, reviews, ratings, influencers, platform visibility, or availability? How can brands avoid being reduced to price and features in comparison-heavy markets? How is Indian advertising changing with regional content, CTV, creators, and retail media? How should sustainability be communicated when consumers are sceptical of green claims?

WORKSHOP STRUCTURE AND BRIEF DESCRIPTIONS

Algorithmic Discovery and AI-Assisted Consumers

01 Marketing to AI Agents: What Happens When Consumers Ask AI What to Buy?

Consumers are increasingly using AI tools to compare products, shortlist brands, summarise reviews, evaluate features, and identify the "best" option for their needs. In such a marketplace, brands are not only competing for human attention; they are also competing to be understood, ranked, and recommended by AI-assisted systems.

This workshop will explore how brands should prepare for AI-led discovery. It will address product information quality, review credibility, structured content, comparison visibility, reputation signals, and the future possibility that brands may need to optimise not only for search engines, but also for AI agents.

02 From Search to Ask: How AI Search is Rewriting the Consumer Journey

Earlier, consumers searched for products. Today, they increasingly ask questions: "Which phone is best under ₹30,000?", "Which skincare product suits oily skin?", "Which hotel is best for families?", or "Which brand is more sustainable?" This shift from keyword search to conversational search is changing how consumers move through the awareness - to - consideration - to - purchase journey.

This workshop will examine how AI search is rewriting the consumer journey. It will help students understand how brands can remain visible when consumers are no longer browsing passively but asking AI systems for recommendations, comparisons, and decision support.

03 Algorithmic Visibility: How Brands Win When Platforms Decide What Consumers See

Social media feeds, e-commerce search results, streaming platforms, app stores, food delivery apps, quick-commerce platforms, and marketplaces all use algorithms to decide visibility. A brand may have a good product, but if it does not appear in the consumer's digital path, it may not even enter the consumer's consideration set.

This workshop will focus on algorithmic visibility as a new marketing capability. It will cover marketplace ranking, sponsored listings, retail media, content optimisation, creator-led visibility, search performance, product page quality, and platform-friendly brand assets.



Selling to the Always-On Digital Consumer

04 How do you Sell When the Consumer Already Knows?

The always-on consumer often reaches the point of purchase after researching, comparing, watching reviews, reading comments, checking ratings, and asking AI tools for advice. This means that sales and marketing can no longer be built only around persuasion; they must help informed consumers decide with confidence.

This workshop will discuss how brands can sell to consumers who already know the category, the alternatives, the price range, and the possible trade-offs. It will be especially relevant for sectors such as consumer electronics, automobiles, education, financial services, healthcare, hospitality, and premium retail.

05 The New Moment of Truth: Winning the Consumer in 3 Seconds, 3 Swipes, and 3 Reviews

The moment of persuasion has become compressed. A consumer may reject a brand after seeing a poor product image, a weak rating, a confusing claim, an unconvincing review, a slow delivery promise, or an unattractive first frame in a reel. Today, brand judgment often happens in seconds.

This workshop will examine the micro-moments of digital persuasion. It will explore thumbnails, product images, first-frame hooks, star ratings, review summaries, creator mentions, comparison tables, delivery promises, and short-form content design.

06 Quick Commerce and the Death of Waiting: How Instant Availability Changes Branding and Loyalty

In an always-on market, consumers expect instant solutions. Quick commerce has made availability, convenience, delivery speed, and app visibility central to brand choice. Consumers may not always buy their favourite brand; they may buy the brand that is visible, available, well-rated, and deliverable now.

This workshop will explore how instant availability changes consumer behaviour, pricing, packaging, impulse buying, private labels, promotions, and brand loyalty. It will also examine how quick commerce reshapes the relationship between brand preference and momentary convenience.

Trust, Proof, and Platform Reputation

07 Trust Badges, Reviews, Ratings, and Platform Signals: The New Language of Digital Trust

Consumers often trust signals more than slogans. Verified badges, ratings, reviews, platform endorsements, seller scores, bestseller labels, return policies, delivery promises, and refund guarantees influence whether consumers feel safe enough to buy.

This workshop will help students understand how trust is built in platform environments. It will discuss how brands manage reviews, how platforms certify quality, how consumers interpret ratings, and how digital trust affects conversion.

08 The Authenticity Premium: Building Human Brands in a World of AI-Generated Content

When every brand can generate content quickly, authentic communication becomes more valuable. Consumers may increasingly distrust generic AI-generated messages, over-polished visuals, scripted influencer content, and repetitive brand language.

This workshop will focus on how brands can sound human, credible, and culturally aware. It will examine founder-led storytelling, employee voices, community content, behind-the-scenes narratives, real customer stories, and the responsible use of AI in communication.

09 When Social Proof Backfires: The Dark Side of Likes, Comments, Influencers, and Virality

Engagement is not always persuasion. A viral campaign can invite ridicule. A creator collaboration can look inauthentic. High visibility can produce backlash. Negative comments, review bombing, and influencer fatigue can damage brand trust.

This workshop will examine the risks of social proof. It will help students understand the difference between attention, engagement, sentiment, credibility, and conversion, while also exploring how brands can manage reputation in highly visible digital environments.

Advertising in India's Algorithmic Media Market

10 The New Indian Ad Film: Storytelling for Reels, CTV, IPL, OTT, and the 6-Second Attention Window

Indian advertising is no longer designed only for the 30-second television commercial. A campaign may now need to work as a reel, a YouTube bumper, a CTV spot, an IPL moment, an influencer cut, a meme template, and a marketplace video.

This workshop will explore how advertising storytelling changes across formats. It will discuss how brands can retain emotional impact while adapting to shorter attention spans, multiple screen sizes, platform algorithms, and performance-linked campaign expectations.

11 Bharat, Bhasha, and Brands: Regional-Language Advertising for India's Next Digital Consumers

India's digital growth is not only urban, English-speaking, and metro-led. Consumers across Bharat are increasingly mobile-first, video-first, and language-first. Regional-language advertising is becoming central to how brands connect with real consumer diversity across states, cultures, festivals, humour, aspirations, and local contexts.

This workshop will focus on how brands advertise across language, region, culture, humour, festivals, local idioms, and non-metro aspirations. It will help students understand why the next wave of Indian advertising must be culturally rooted, linguistically sensitive, and digitally agile.

12 **Creator-Led Advertising in India: From Celebrity Endorsements to Micro-Influencers, Meme Pages, and Community Voices**

Indian advertising has moved from celebrity-only endorsement to a layered influence ecosystem: film stars, cricketers, YouTubers, Instagram creators, regional influencers, finance educators, food vloggers, campus creators, meme pages, and community voices. Consumers often trust creators because they appear more relatable than formal ads.

This workshop will examine how brands choose creators, manage authenticity, avoid influencer fatigue, measure creator impact, and build campaigns that move beyond one-off paid posts. It will also discuss the difference between reach, relevance, trust, and conversion in influencer-led advertising.

Sustainable Marketing in the Age of Algorithms and Verification

13 **Beyond Green Claims: Selling Sustainability to Consumers Who Can Search, Compare, and Verify**

Today's consumers do not simply accept sustainability claims. They search, compare, question, verify, and sometimes ask AI tools whether a brand is genuinely sustainable. This means sustainability communication must move from vague claims to credible proof.

This workshop will discuss greenwashing fatigue, traceability, certifications, supply-chain transparency, packaging claims, carbon labels, product comparisons, and evidence-backed communication. The key managerial question is: how does a brand sell sustainability when consumers can instantly check whether the claim is true?

14 **Sustainable Brands in AI Search: Will Responsible Brands Be Found, Trusted, and Recommended?**

If consumers begin using AI search tools to ask, "Which brand is more sustainable?", "Which product has less plastic?", "Which company is more ethical?", or "Which option is better for the environment?", brands will need to think about how sustainability information is organised, verified, and surfaced.

This workshop will explore how sustainability data, credible reporting, third-party certifications, review content, packaging transparency, and public reputation may influence AI-generated recommendations. It connects sustainability directly with algorithms, agents, and digital trust.

15 **Circular Commerce for the Digital Consumer: Reuse, Refill, Repair, Resale, and the New Green Marketplace**

Circular commerce becomes more powerful when it is digitally enabled. Resale platforms, refurbished electronics, refill models, repair marketplaces, rental platforms, packaging-return systems, and recommerce communities are changing how consumers think about ownership.

This workshop will discuss how brands can make sustainable consumption convenient, visible, aspirational, and platform-friendly. It will also examine how digital consumers evaluate circular options through ratings, price comparisons, seller trust, quality assurance, and convenience.

Who should Attend?



17th 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.

Academics 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. Gaurav Rajput
Chief Marketing Officer
Bennett Coleman & Co. Ltd.
(The Times of India)



Mr. Dominnic Vijay D.
Chief Marketing Officer
Ajio



Ms. Nandini Chatterjee
Chief Marketing &
Communications Officer
PwC



Mr. Raghu Reddy
Chief Business Officer
Xiaomi India



Mr. Bedraj Tripathy
Chief Marketing Officer
Godrej Interio



Mr. Sagar Daryani
Founder and CEO
Wow! Momo



Mr. Lalit Agarwal
Founder & Managing Director
V-Mart Retail Ltd.



Ms. Madhumita Phukan
Global Marketing Head
– AI Businesses
Tech Mahindra



Mr. Priya Ranjan Vaid
Head – Corporate
Communications
Bharti Airtel

KSOM: INDUSTRY ENGAGEMENT

KSOM has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. KSOM has partnerships with several industry leaders like Ericsson, ITC Infotech, High Radius, Schneider Electric, Tech Mahindra L&T Financial, Microsoft & Oracle to jointly deliver content, foster innovation, enhance student learning and develop new capabilities.



Interactive Sessions Student Participation

KONCLAVES are interactive sessions with student involvement on themes based on current industry trends. Brainstorming on the relevance and applications of the themes is the hallmark of every conclave.

KSOM conducts 4 National conclaves annually -
HR, Finance, Marketing & Business Analytics.

Learning Outcomes

- Students are better equipped for corporates.
- Increased awareness about recent development

Participants' Profiles

- CEOs & CxOs of MNCs, Indian blue-chip companies, high profile startups
- Management students

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 KSOM

(KIIT School of Management)



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

(Kalinga Institute of Industrial Technology)



KIIT Deemed to be University is ranked 169th in Asia in the Times Higher Education (THE) Asia University Rankings 2026 reaffirming KIIT's steady ascent in global academic excellence. With this ranking, KIIT stands as the 6th best university in India among both government and private institutions and 1st in Eastern India. KIIT is graded A++ in NAAC as well. It is also ranked 17th by National Institution of Ranking Framework (NIRF 2025) among the Government and Private Universities in India.

KIIT is ranked in the top 501 cohort of universities globally in the Times Higher Education World University Rankings 2026. 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. KIIT Deemed to be University has been placed in the rank of 294 in QS World University Rankings: Asia 2026. The University's significant growth in QS ranking shows its excellence in teaching, research, and international partnerships.

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 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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