



लखनऊ विश्वविद्यालय
University of Lucknow

विद्यया प्रकाशस्य वर्षशतम्
A century of leading generations to
light through learning



INTERNATIONAL E-SEMINAR
ON

CHANGING PARADIGMS IN MARKETING

7TH JUNE 2020, 2:30 PM-5:30 PM(IST) 9 AM-12 PM(GMT)

ORGANIZED BY:

DEPARTMENT OF BUSINESS ADMINISTRATION, UNIVERSITY OF LUCKNOW, INDIA.



Our Patron
Prof. Alok Kumar Rai
Vice Chancellor
University of Lucknow

Guest of Honour
Prof. Somesh Kumar Shukla
Dean, Faculty of Commerce
University of Lucknow



Dr. Ritu Narang
Organizing Secretary
Assistant Professor
Department of Business
Administration
University of Lucknow

Mr. Sanjay Medhavi
Convener & Head,
Department of Business
Administration
University of Lucknow

OUR ESTEEMED SPEAKERS



Mr. Syed Rizvi
Head, Cognitive Business
Operations
TCS, North America



Prof. Alok Kumar Rai
Vice Chancellor
University of Lucknow
India



Prof. Pia Polsa
Professor of Marketing
Hanken School of
Economics, Finland



Mr. Sudhir Syal
CEO, BookMyShow
UAE



Mr. Rajiv Jamkhedkar
CEO, Serengeti Ventures
India





ABOUT UNIVERSITY OF LUCKNOW

University of Lucknow is a state university, established in the year 1920, and has emerged as one of the largest and most well-known centres of education and research in India. Since its inception it has been dedicated to its mission of nurturing students and scholars who will contribute to the society. There are total 50 departments in the university and it runs 15 undergraduate and 67 post graduate programs. Total 170 colleges are associated with university at present. University is committed to ensuring that its communities of interest are well informed of its goals and activities. University of Lucknow is very fortunate to have an outstanding pool of staff, students and facilities.

ABOUT DEPARTMENT OF BUSINESS ADMINISTRATION

Established in 1956 to groom young people with professional, managerial, entrepreneurial aspirations and talents, the Department of Business Administration, University of Lucknow is committed to nurturing students to be forerunners, leaders, innovators, challenge seekers, risk-takers, change managers and entrepreneurs.

Over the years, the Department has been engaged in the field of management education and research. It has rich experience and has acquired an expertise in transforming ordinary people into dynamic managers, through continuous efforts; the Department has made great progress and has evolved as a place where students acquire the requisite skills and knowledge to be successful managers. The pedagogy followed makes students self-reliant and analytically powerful and backed with a desire to excel this enables them to face challenges of the corporate environment.

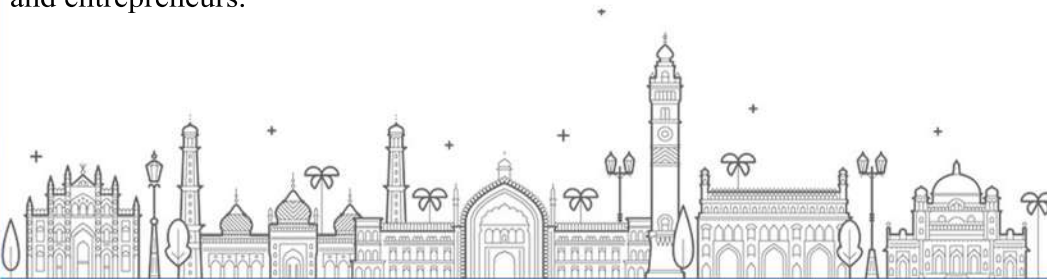
PERSPECTIVE

The on-going COVID-19 crisis has touched every aspect of our lives. This pandemic has confined billions of people in their homes – keeping customers away from brick and mortar retail stores. Lockdown restrictions have severely affected the supply chain and businesses have come to a stand-still. Amidst the recent crisis, marketers across the world are trying their best to recalibrate their strategies while keeping into consideration the sensitivities required in customer engagement right now. The greatest challenge for marketers is to foresee how customers' wants, needs, expectations and purchase decisions will evolve in the current and post-COVID world. This is the time for brands across sectors to redesign their business models due to a paradigm shift in the consumer behaviour. Marketers must modify their offerings to the current times while identifying future sales and consumption patterns. This will demand marketers to evolve, re-think, reboot and revive in order to create a more engaging shopping experience for consumers.

Sub Themes:

Keeping in line with the above changes in marketing, the e-seminar aims to cover issues such as:

- Emerging Technologies in Digital Marketing
- Customer Relationship Management
- Innovation and New Product Development
- Public Relations Strategy
- Brand Management
- Sustainable Practices in Marketing
- Changing Retail Business Models



ORGANIZING COMMITTEE

Prof. J. K. Sharma

Dr. Himanshu Mohan

Dr. Sangeeta Sahu

Dr. Ajai Prakash

Dr. Mohd. Anees

Dr. Shailesh Kumar Kaushal

Dr. Nishant Kumar

Dr. Anu Kohli

Dr. Ved Srivastava

Dr. Richa Banerjee

TECHNICAL TEAM

Dr. Vineet Kumar

Ms. Sonal Tiwari

Ms. Radhika Sharma

Mr. Mohammad Talha Siddiqui

Ms. Ankita Jaiswal

WHO CAN PARTICIPATE?

- Academicians, research scholars and students from all disciplines of any university or college.
- Professionals from corporate/industries.

REGISTRATION/PARTICIPATION FEE: Free registration

FOR REGISTRATION:

- The participants need to get themselves registered for the e-seminar at the earliest by registering on the following link.

<https://forms.gle/FfcKq1CMb35bWMJ1A>



- Please try to register latest by 6th June 2020.
- Please put your full name when you login from your device for e-Seminar.
- **e-Certificates** will be sent to the participants on their registered e-mail id.

For any queries, feel free to contact.

Dr. Ritu Narang

Organizing Secretary

E.Mail: lumbaconference@gmail.com

