

09<sup>th</sup> Feb 2023

## IIM Jammu, Deakin University hosts 2- day Int'l Conference

*Excelsior Correspondent*

JAMMU, Jan 8: Indian Institute of Management (IIM) Jammu today organised a 2-day International Conference on "Reimagining Marketing with Technology."

The event has been organized in collaboration with Deakin University at its transit Canal Road campus in hybrid mode. The event

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With the theme of "Reimagining Marketing with Technology", this conference brought together leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference features a fantastic line-up of individuals from brand agencies and dis-

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The Inaugural event was followed by a Pre-Conference workshop by Dr. Rambalak Yadav, Assistant Professor on the topic, "Publishing Articles in Quality journals", Prof. Andre Bonfret, Professor of Marketing, Deakin University on the topic, "Career in Marketing Academia" followed by an interesting session by Dr. Nitin Upadhyay, Chairperson, MBA on the topic, Editor's Perspective: How to Avoid a Rejection Letter from an Editor".

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By **Daily Excelsior** 09/02/2023



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<https://epaper.dailyexcelsior.com/?id=MTQxMDgz>



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**LADAKH IMAGES NEWS**  
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He also expressed his desire to prepare a souvenir at the end of the conference which will act as a ready reference for the researchers to network with people for increased engagement and networking amongst themselves. Lastly, he wished good luck to all the participants for knowledge and thought-provoking sessions in the coming two days of the conference.

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Prof. Andre Bonfrer, spoke on the topic, "Career in Marketing Academia" demonstrated the practices involved and emphasized the right tools for marketing. Furthermore, he spoke about the research being

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## Health Department Doda bids adieu to outgoing CMO

**JH NEWS SERVICE**  
DODA, FEBRUARY 08: A warm farewell was accorded to Dr Mohammad Yaqoob Mir, CMO Doda on his transfer as CMO Kishtwar after a successful tenure of 2 years in District Doda. In this

regard, an impressive farewell party was organized by the health staff of Block Ghat on Tuesday at Doda which was attended by newly joined CMO Dr A. H. Zargar, DIO Dr Versha Sharma and other staff of the department.

The speakers highlighted the achievements of the health department under the leadership of Dr M Y Mir and listed the initiatives taken in the interest of the general public in terms of health care delivery system & in the direc-

tion of augmenting the health facilities in the district.

The speakers also said that Dr M Y Mir's style of work and conduct was highly encouraging for the staff which helped them a lot.



Thursday, 09 February 2023

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**International Conference on Reimagining Marketing with Technology being held at IIM Jammu.**

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## Conference on “Reimagining Marketing with Technology” begins at IIM-Jammu



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# Truly Times

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e-mail: trulytimes47@gmail.com, www.trulytimes.in

Where truth prevails

**3**  
Sukhnaandan seek Central Govt's intervention:  
Anurag Thakur assures welfare of farmers

**5**  
Bureaucracy fails to provide basic amenities  
in Chenab Valley: Altaf Bukhari

**08**  
Sidharth Malhotra and Kiara Advani wedding: Why  
Ram Charan's wife Upasna apologized to newlyweds?



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JAMMU & KASHMIR

THURSDAY FEBRUARY 09, 2023

DAILY

12 PAGE

RS. 2.00

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<http://www.scoopnews.in/det.aspx?q=120551>





# The Himalayan Mail

www.himalayanmail.com

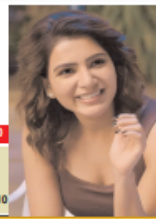
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**Mahua Moitra remains defiant on expletive row in Parliament, says called 'an apple, an apple'**

P-7

**Samantha Prabhu buys swanky 3BHK sea-facing apartment in Mumbai**

P-10



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The event has been organized in collaboration with Deakin University at its transit Canal Road campus in hybrid mode. The event was formally inaugurated by Prof. Jabir Ali, Dean Academics, IIM Jammu in presence of Dr. Nitin Upadhyay, Programme Director and Chairperson, MBA, Dr. Baljeet Singh, Programme Director and Co-Chairperson, Placements and Dr. Rambalak Yadav, Assistant Professor, IIM Jammu.

With the theme of "Reimagining Marketing with Technology", this conference brought together leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference features a fantastic line-up of individuals from

brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who will be providing valuable insights and perspectives on the next generation of marketing.

Speaking on the occasion, Prof. Jabir Ali, Dean of Academics, IIM Jammu welcomed everyone to the conference. He expressed his happiness about hosting the conference with Deakin University and highlighted that the two-day conference will add more value and will create knowledge generations across various research spheres. In his address, he also spoke about the new research areas and interesting upcoming themes in the field of strategy and economics. He also put forward real-life examples from his rich lineage of experiences. He also expressed his desire to prepare a souvenir at the end of the conference which will act as a ready reference for



the researchers to network with people for increased engagement and networking amongst themselves. Lastly, he wished good luck to all the participants for knowledge and thought-provoking sessions in the coming two days of the conference.

The inaugural event was followed by a Pre-Conference workshop by Dr.

Rambalak Yadav, Assistant Professor on the topic, "Publishing Articles in Quality Journals", Prof. Andre Bonfrer, Professor of Marketing, Deakin University on the topic, "Career in Marketing Academia" followed by an interesting session by Dr. Nitin Upadhyay, Chairperson, MBA on the topic, Editor's Perspective: How to Avoid a Rejection Letter from an Editor".

Dr. Rambalak Yadav spoke on the topic, "Publishing Articles in Quality Journals" mentioning the intricacies and the entire process involved in the publishing of articles in quality journals. He also explained the importance of publishing in important journals along with supporting the previous literature by extending the framework through innovation and novel research topics. He also spoke at length about the various stages involved in the publishing of the paper, handling revisions, and adding value to your existing research collaboration.

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**Thursday, 09 February 2023**

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<https://skilloutlook.com/education/iim-jammu-jointly-in-association-with-deakin-university-inaugurates-international-conference-on-reimagining-marketing-with-technology>



# Greater Kashmir

Thursday, 09 February 2023

## IIM Jammu organises 2-day conference on marketing technology.



भारतीय प्रबंध संस्थान जम्मू  
Indian Institute of Management Jammu

THE INSTITUTE PROGRAMS FACULTY & RESEARCH IN



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<https://www.greaterkashmir.com/jammu/iim-jammu-organises-2-day-conference-on-marketing-technology>

Thursday, 09 February 2023

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### JAMMU BULLETIN NEWS

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### BK Business Desk

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[https://www.jammulinksnews.com/newsdetail/309077/Jammu-Links-News-IIM\\_Jammu\\_Deakin\\_University\\_hosts\\_2-day\\_International\\_Conference\\_on\\_%22Reimagining\\_Marketing\\_with\\_Technology%22](https://www.jammulinksnews.com/newsdetail/309077/Jammu-Links-News-IIM_Jammu_Deakin_University_hosts_2-day_International_Conference_on_%22Reimagining_Marketing_with_Technology%22)



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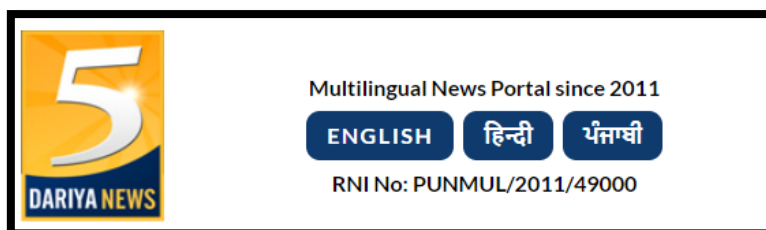
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<https://ibgnews.com/2023/02/08/iim-jammu-jointly-in-association-with-deakin-university-inaugurates-international-conference-on-reimagining-marketing-with-technology/iim-jammu/>





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### Web Admin 5 Dariya News Jammu , 08 Feb 2023

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<https://www.5dariyanews.com/news/403171-IIM-Jammu-Deakin-University-hosts-2-day-International-Conference-on-%E2%80%9CReimagining-Marketing-with-Te>



**Thursday, 09 February 2023**

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by [K H News Service](#) [February 9, 2023](#) in [Jammu](#)

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The Inaugural event was followed by a Pre-Conference workshop by Dr. RambalakYadav, Assistant Professor on the topic, “Publishing Articles in Quality journals”, Prof. Andre Bonfrer, Professor of Marketing, Deakin University on the topic, “Career in Marketing Academia” followed by an interesting session by Dr. NitinUpadhyay, Chairperson, MBA on the topic, Editor’s Perspective: How to Avoid a Rejection Letter from an Editor”.

Dr. RambalakYadav spoke on the topic, “Publishing Articles in Quality Journals”



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The sessions followed Q & A sessions. The Pre-Conference workshop ended on a positive note.

<https://thekashmirhorizon.com/2023/02/09/iim-jammu-deak-in-university-hosts-2-day-intl-conference-on-reimagining-marketing-with-technology/>



Thursday, 09 February 2023

## IIM Jammu, Deakin University hosts 2- day Int'l Conference on “Reimagining Marketing with Technology”



[TAKE ONE](#) 8 FEBRUARY 2023 [JAMMU](#), [JAMMU AND KASHMIR](#)

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Dr. Rambalak Yadav spoke on the topic, "Publishing Articles in Quality Journals" mentioning the intricacies and the entire process involved in the publishing of articles in quality journals. He also explained the importance of publishing in important journals along with supporting the previous literature by extending the framework through innovation and novel research topics. He also spoke at length about the various stages involved in the publishing of the paper, handling revisions, and adding value to your existing research collaboration.

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The sessions followed Q & A sessions. The Pre-Conference workshop ended on a positive note.

<https://www.takeonedigitalnetwork.com/iim-jammu-deakin-university-hosts-2-day-intl-conference-on-reimagining-marketing-with-technology/>



Thursday 08<sup>th</sup> Feb 2023

## IIM Jammu, Deakin University hosts 2- day Int'l Conference on “Reimagining Marketing with Technology”

February 8, 2023



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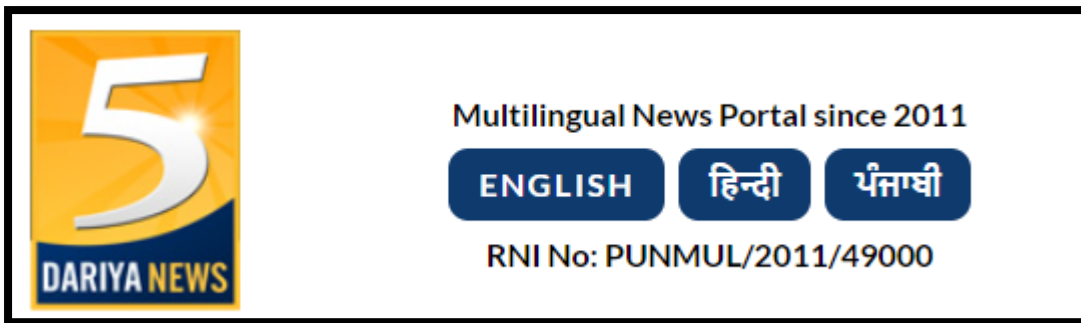
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<https://www.streettimes.in/iim-jammu-deakin-university-hosts-2-day-intl-conference-on-reimagining-marketing-with-technology/>



IIM Jammu, Deakin University hosts 2- day International Conference on “Reimagining Marketing with Technology”



Web Admin  
5 Dariya News  
Jammu , 08 Feb 2023

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<https://www.5dariyanews.com/news/403171-IIM-Jammu-Deakin-University-hosts-2-day-International-Conference-on-%E2%80%9CReimagining-Marketing-with-Te>