

## Press Release

### International Conference on “Reimagining Marketing with Technology” by IIM Jammu jointly with Deakin University ends on a promising note

**11<sup>th</sup> Feb 2023 Jammu:** Indian Institute of Management (IIM) Jammu jointly with Deakin University hosted the International Conference on “*Reimagining Marketing with Technology*” in hybrid mode from 10<sup>th</sup>-11<sup>th</sup> Feb 2023. The event was formally inaugurated on 10<sup>th</sup> Feb 2023 by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pyman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddoni Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr. Baljeet Singh, Co-Chairperson, Placement, and Conference Chair, IIM Jammu. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

The valedictory ceremony began with the keynote address on the topic, Role of Marketing and Technology in Value Creation and Appropriation by Prof. Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation and Executive Director - ISB Institute of Business Innovation, CBM, EFPM who spoke in detail about various aspects related to economics, marketing strategy, branding, brand valuation, distribution, profitability, efficiency model, Innovation Management, Supply Chain Management, Customer Management, human capital by quoting real-life case studies. He also emphasized the need to succeed on multiple dimensions by being innovative and sustaining oneself by working on multiple dimensions to stay ahead in the competition.

Adding further, he also stressed the constant ability to engage with your customers through various domains and the need to integrate processes to stay afloat in the rapidly changing business scenario. He also provided an overview of the various tips and techniques to extract value for the business in the long run. Lastly, he wished good luck to all the participants and expressed his wish to collaborate with IIM Jammu.

Speaking at the valedictory ceremony, Prof. B.S. Sahay, Director, IIM Jammu mentioned the need for working together and collaborating on multiple fronts for the development of society and mankind. He mentioned that marketing plays a pivotal role today and the need for it to be taught in classrooms. During his address, he mentioned that it is a time for whole pedagogical change by staying relevant in today’s times by engaging in research, and data collection based on the situation, culture, and lifestyle. He also expressed his happiness that the International Conference on “*Reimagining Marketing with Technology*” has led to the cross-fertilization of ideas with processes. He also emphasized the need for publishing papers in top-class journals of international repute. He congratulated all the award winners and expressed his satisfaction with the conference generating an increased no. of paper presentations leading to the creation of a healthy knowledge research-based ecosystem. He acknowledged the support of Deakin University to make this conference a grand success. Lastly, he wished good luck to all the participants for their journey ahead and the need to stay in touch and network.

Prof. Jabir Ali, Dean Academics, IIM Jammu expressed his happiness on the success of the conference on all fronts. He also mentioned that IIM Jammu is committed to excellence and more conferences in the coming days for the creation of a research ecosystem. He also provided an overview of the takeaways from this conference. Adding further he advocated the need to work closely with the Industry, Academia for the creation of a healthy ecosystem with an impetus to research.

Prof. Andre Bonfrer, Conference Chair, Deakin University mentioned the need to constantly educate graduates on marketing technologies. He also provided an overview of emerging technologies like AI, VR etc. He also expressed his happiness about the diverse topics covered during the conference by an array of rich speakers across the globe. He also emphasized role marketing plays a major role in the advancement of society and mankind. He expressed his wish to see marketing grow and create a pilot ecosystem. He mentioned that every conference has a role to play and urged everyone to start pitching the paper and ideas in conferences and generate constructive feedback. Lastly, he expressed his acknowledgment to IIM Jammu for conducting the conference with high standards.

Prof. Nitin Upadhyay presented the conference report and summarized that the conference has helped in the creation of a unique platform and roadmap for the stakeholders and the next generation of marketers.

This was followed by the best paper award certificate distribution. The vote of thanks was proposed by Dr. Baljeet Singh, Conference Chair, IIM Jammu.

With the theme of "*Reimagining Marketing with Technology*", this International conference brought leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference featured a fantastic line-up of individuals from brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who provided valuable insights and perspectives on the next generation of marketing.

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**Glimpses from the Valedictory Session- International Conference on “Reimagining Marketing with Technology” by IIM Jammu jointly with Deakin University**





