

## DIGITAL MARKETING IN EMERGING ECONOMIES: A PARADIGM SHIFT



For the Greater Glory of God

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# **DIGITAL MARKETING IN EMERGING ECONOMIES: A PARADIGM SHIFT**

## **❖ About the Symposium**

Evolving technologies continually present new opportunities and challenges for industry practitioners and academic researchers. People are exposing themselves to more and more digital and social media. The widespread adoption of digital marketing techniques, including social media, has significantly contributed to the individualization of marketing where the providers of goods and services are increasingly communicating with individual consumers and users, gaining feedback on a one-to-one basis and providing bespoke solutions for clients. One of the biggest changes in human interaction is the recent proliferation of online social networks. Real-world social relationships have migrated to the virtual world, resulting in virtual web based communities that bring people together from across the globe. Digital marketing has new realities for the marketers in global digital world and the changed scenario from social marketing to social/ web-based/virtual CRM. So, in this symposium we will have different industry personnel who will present their perspective on how digital marketing acts as a new paradigm in emerging economies.

This summary captures brief details of Marketing Symposium on "***Digital Marketing in Emerging Economies: A Paradigm Shift***" organized by Xavier School of Commerce on 17/01/2017 (Tuesday).

**Venue:** Conference Hall 1 (Xavier City Campus, Xavier University).

## ❖ Inauguration

The session was inaugurated by Fr. Dr. Paul F. (Vice-chancellor of Xavier University). Opening the symposium Prof. Rashmi Singh (Faculty, XSC) address the gathering "about the symposium". The session was followed by Prof. P K Mohanty (Dean XSC), Fr. Dr. Paul (VC, Xavier University).

Prof. M N Tripathy (Prof. XIMB)- Keynote speaker (discussed different key issues of digital marketing).

Vote of thanks: Prof. Rashmi

## ❖ Session 1: E-commerce Evolution & Trends in India- A Perspective of the digital Marketing Channel Mix

### Speaker(s): Dr. B N Ramesh

The featured speaker Dr. B N Ramesh (ADG, West Bengal) has focused his discussion on the e-commerce sector and digital marketing, key issues and the effect of demonetization on e-commerce sector.



After this session, we conducted two different competitions among students

### Event 1: Article Presentation

### Event 2: B-Plan Presentation

## ❖ **Post Lunch Session 2: Brick and Mortar Vs Digital: The way forward**

### **Speakers:**

- Ms. Jayshree Mohanty (President of Luminious Infoways)
- Prof. Subhasis Ray (Prof., XIMB)
- Mr. Sandeep Israani (CEO and Owner of Bright Brain Technologies)

Brick and Mortar Vs Digital seems competing but in actual they are not competing ideas. Digital does not mean to death of brick and mortar stores. But yes both are in head to head race. Both ways (whether digital or brick or Mortar are trying to make their presence over other). Last year one of the largest e-commerce player AMAZON has open its Brick and Mortar store. In fact, in US, 20 different online companies have their physical presence (opened their own stores).



So, we are all actually confused that whether we should put brick and mortar Vs Digital or B&M + Digital which results in a unified system.

After this session, we conducted one more competition among students.

### **Event 3: Poster Presentation**

## ❖ **Closing Remarks (Valedictory and Closing)**

- ☞ Certificate distribution to all who participated in different events (article, B-plan, and Poster competition), Winner announcement.

☞ Prof. P K Mohanty (Dean, XSC), conveyed his gratitude to VC (XUB), eminent guest speakers, Convener of symposium and faculty colleagues. He extended his thanks to School of commerce staff members and students, and expressed his pleasure with interactive nature of the discussion, students' participation in different events.



### IN HOUSE SPEAKERS



**Prof. M.N.Tripathy, Key Note Speaker**



**Prof. Subhasis Ray, Speaker**

### GUEST SPEAKERS



**Ms. Jayshree Mohanty**  
(President, Luminous Infoways)



**Dr. B. N. Ramesh**  
(A1988 Batch West Bengal cadre IPS officer. Currently ADG of Police in WB)



**Mr. Sandeep Israni**  
(Owner, Bright Brain tech)